

Exhibit 09



Expert Rebuttal Report of Robert L. Klein

in the matter of

Nike, Inc.

v.

StockX LLC

June 2, 2023

Applied Marketing Science, Inc.
10 Mall Road, Suite 265
Burlington, MA 01803

Credentials of Robert L. Klein and Qualifications as an Expert

1. I am Chairman Emeritus and Co-Founder of Applied Marketing Science, Inc. ("AMS"), a market research and consulting firm with offices in Burlington, Massachusetts.
2. I received a Bachelor of Science degree in Mechanical Engineering in 1966 from the Massachusetts Institute of Technology (MIT), in Cambridge, Massachusetts, and a Master of Science degree in 1968 from the MIT Sloan School of Management. I served as a commissioned officer in the U.S. Public Health Service from 1968 to 1970 and was stationed at the National Institutes of Health in Bethesda, Maryland.
3. I returned to the Boston area in 1970 to join three former professors in starting Management Decision Systems, Inc. (MDS). At MDS, I was Senior Vice President responsible for the development of market research models and measurement tools to forecast new product success, to measure the impact of advertising and other promotions, and to help product managers increase the profitability of their brands. In 1985, MDS had 250 employees and offices in the United States, Europe, and Asia.
4. In 1985, Information Resources, Inc. (IRI), then the fourth largest market research company in the world, acquired MDS. IRI specialized in the collection and analysis of data generated by supermarket scanners. I became Executive Vice President of IRI with responsibility for custom consulting and market research projects.
5. In 1989, I left IRI to start AMS with an MIT professor and a former client as partners. For the past 34 years, we have conducted market research on a wide range of both consumer and business products and services. I am the Chairman Emeritus of AMS, and we currently have approximately 40 employees working out of our office in suburban Boston.
6. In my market research career, I have personally designed and conducted over one thousand market research surveys primarily for non-litigation clients. I am a member of the American Association for Public Opinion Research, the Product Development and Management Association, and the Institute for Operations Research and Management Science. I have represented AMS on the Council of American Survey Research Organizations and to the International Trademark Association (INTA). For four years I was a member of INTA's Proof of Confusion Subcommittee, and for two years I was a member of INTA's Opposition & Cancellation Standards & Procedures Subcommittee.

7. My curriculum vitae, including the cases in which I have testified as an expert in the past 4 years and my publications from the last 10 years, is attached as Appendix A. AMS has billed my time in this matter at the rate of \$800 per hour, and my compensation is not in any way dependent on the outcome of this case.

Background and Assignment

8. Nike is a company and brand whose principal business activity is the design, development, and worldwide marketing and selling of athletic footwear, apparel, equipment, accessories, and services.¹ StockX is the operator of an online resale platform for various brands of sneakers, apparel, luxury handbags, electronics, and other collectible goods.²
9. Some collectibles on the StockX website, including certain Nike sneakers, are available through Vault NFTs. Vault NFTs are non-fungible tokens that represent and track proof of ownership of physical products stored in a secure, climate-controlled StockX vault.³ A Vault NFT can be sold or redeemed for the associated physical item at any time.⁴
10. Based on my review of the First Amended Complaint and Answer, it is my understanding that Nike has alleged that “StockX has knowingly used and continues to use in commerce, without Nike’s permission or authorization, Nike’s Asserted Marks, and/or confusingly similar marks, in connection with the sale, distribution, and advertising of its Vault NFTs.”⁵ StockX, in turn, asserts that Nike’s claims are barred, in whole or in part, “as the acts of StockX alleged in the Amended Complaint constitute descriptive fair use and/or nominative fair use,”⁶ and are protected under “the first sale doctrine permitting purchasers of lawfully trademarked goods to display, offer, and sell those goods under their original trademark.”⁷

¹ First Amended Complaint (Case No. 22-cv-983), ¶ 28 (S.D.N.Y. 2022).

² First Amended Complaint (Case No. 22-cv-983), ¶ 3 (S.D.N.Y. 2022).

³ “Collect What’s Next”, StockX, <https://stockx.com/lp/nfts/>; Defendant’s Answer to Plaintiff’s First Amended Complaint (Case No. 22-cv-983), p. 4-5 (S.D.N.Y. 2022).

⁴ “Collect What’s Next”, StockX, <https://stockx.com/lp/nfts/>; Defendant’s Answer to Plaintiff’s First Amended Complaint (Case No. 22-cv-983), p. 5 (S.D.N.Y. 2022).

⁵ First Amended Complaint (Case No. 22-cv-983), ¶ 125. (S.D.N.Y. 2022).

⁶ Defendant’s Answer to Plaintiff’s First Amended Complaint (Case No. 22-cv-983) p. 38, ¶ 2 (S.D.N.Y. 2022).

⁷ Defendant’s Answer to Plaintiff’s First Amended Complaint (Case No. 22-cv-983) p. 38, ¶ 3 (S.D.N.Y. 2022).

11. I was asked by counsel to respond to the May 5, 2023, Expert Report of Dr. Itamar Simonson, who conducted a likelihood of confusion survey on behalf of Nike. Dr. Simonson's survey generally followed the Eveready format for likelihood of confusion surveys, which asks respondents about "the source (or origin) of the presented offer/product," as well as about "affiliation and whether the source of the offer (or the company that put out the product/service) received permission from another company."⁸
12. In light of Dr. Simonson's decision to use the Eveready format, I was specifically asked to consider whether that format is appropriate and likely to produce reliable results within the context of this case – which involves a resale marketplace and specifically, the Vault NFTs, which represent ownership of resold physical sneakers. In addition, I was asked to determine whether there is a more appropriate and reliable scientific means of measuring consumer confusion, and to the extent that there is, to design and analyze a market research survey that would determine the extent of consumer confusion, if any, caused by StockX's use of photographs of Nike sneakers in connection with the sale of Vault NFTs.
13. A complete list of materials I have reviewed and considered to date in connection with this assignment is attached as Appendix B.

Summary of Opinions

14. The Eveready format employed by Dr. Simonson is not an appropriate approach to measure confusion, if any, stemming from StockX's Vault NFT offering. Such an approach is likely to lead respondents to (accurately) identify "Nike" as the source of the Vault NFT because Nike is the party that created, or originally offered, the underlying physical sneakers. Further, standard Eveready questions as to affiliation or approval are inappropriate in the resale context, where consumers may believe that affiliation or approval are required solely based on their lack of knowledge of the law (rather than any actionable trademark confusion), insofar as legal defenses such as first sale and fair use may apply.
15. Recognizing that an Eveready format is not appropriate in this context, I accordingly designed and analyzed my own survey to accurately measure the extent of consumer confusion, if any, caused by StockX's use of images of Nike sneakers in connection with Vault NFTs.

⁸ Expert Report of Dr. Itamar Simonson, ¶¶ 35-36 (May 5, 2023).

16. Based on the results of the survey I conducted, it is my opinion to a reasonable degree of professional certainty, that potential purchasers of StockX Vault NFTs that are linked to a specific pair of Nike sneakers will not be confused by the use of an image of the sneakers (displaying the Nike “swoosh”) on the page offering the Vault NFT and will not believe that the Vault NFT was created by Nike. Specifically, there was a 2.9% net difference between the percentage of Test Group respondents that answered that the NFT was created by Nike when shown a version of the Vault NFT including an image of the sneakers (25.0%), and the percentage of Control Group respondents shown a version of the Vault NFT without the image of the sneakers (22.1%). This resulting net difference of 2.9% is *de minimis* and not different from zero at any generally accepted level of statistical significance. It is my understanding, based on a review of the First Amended Complaint⁹ and review of Dr. Simonson’s stimuli, that Nike does not consider the Vault NFT offering without the image of Nike shoes to be infringing. Insofar as there is no meaningful difference between the Vault NFT with the image and the one without the image, there is no support for the notion that consumers would be confused by the use of the image.
17. My work is on-going. Should additional data or information become available, I may extend or revise this opinion.

Applicability of the Eveready Format

18. Based on a review of the StockX website, I understand that “[e]ach Vault NFT is tied to a physical product (as depicted on the NFT).”¹⁰ The Vault NFTs on which Nike bases its claims for trademark infringement are associated with physical Nike sneakers that were initially offered by StockX, and later traded on StockX’s platform – a resale marketplace. It is my understanding that confusion stemming solely from the fact that StockX is reselling Nike sneakers is neither legally relevant nor a basis for Nike’s infringement claims in this case (and, in any event, my understanding of the law is that the use of the word Nike in the description of a secondary market sale of a Nike shoe is a fair use).¹¹ Accordingly, any responses that show that consumers believe Nike is the source of the physical sneakers associated with Vault NFTs are

⁹ First Amended Complaint (Case No. 22-cv-983), ¶ 80 (S.D.N.Y. 2022) (comparing the Vault NFTs to a StockX paper receipt bearing the subject product name but no image of the product).

¹⁰ “Collect What’s Next”, StockX, <https://stockx.com/lp/nfts/>.

¹¹ See First Amended Complaint (Case No. 22-cv-983), ¶ 127 (S.D.N.Y. 2022) (alleging that “StockX’s use of Nike’s Asserted Marks is likely to confuse, mislead, or deceive potential consumers, purchasers, and the general purchasing public as to the source, origin, sponsorship, or affiliation of the Vault NFTs with Nike, and is likely to cause such people to erroneously believe that StockX’s Vault NFTs have been authorized, sponsored, approved, endorsed, or licensed by Nike or that StockX is in some way affiliated with Nike,” but not alleging that the depictions of the many physical Nike sneakers sold through the StockX platform, separate from the Vault NFT program, infringe Nike marks).

irrelevant because they do not show confusion at all – Nike is the source of the underlying physical sneakers, and StockX is reselling those sneakers.

19. The standard Eveready questions – which ask consumers what company or brand “offers” the “product” at issue, and whether that company or brand has a business affiliation with, or required approval from, another company or brand – are not suitable for distinguishing between consumers who identify Nike as the source of the new Vault NFT offering because of the appearance of the NFT, or alternatively, identify Nike because they accurately believe the sneakers underlying the Vault NFTs originate from Nike.
20. As illustration, Dr. Simonson’s critical source confusion question (Q340) could elicit accurate, non-confused responses from consumers who interpret the question as asking them to identify the source of the Nike SB Dunk Low Ben & Jerry’s Chunky Dunky sneaker, and accurately respond “Nike.” First, Dr. Simonson’s survey respondents were taught that “products” means sneakers through questions like Q220 (depicted below), which told respondents they were seeing an image of “some of the products StockX offers on its website” (emphasis added), including four pairs of sneakers and no NFTs. One of those pairs of sneakers – the Nike SB Dunk Low Ben & Jerry’s Chunky Dunky, which always appeared in the upper left corner of Dr. Simonson’s line-up of products, was later featured in the test stimulus (as outlined below). In addition, Q225 (also depicted below), instructed Test Group respondents to “[p]lease consider now one of the shoes you just saw that is available for you to buy as a NFT” (emphasis added), further heightening the probability that respondents would focus on the sneakers when answering Dr. Simonson’s source confusion question.

Exhibit 1 – Simonson Survey Q220:

(QUESTION 220)

{PROGRAMMING NOTE: BOTH CELLS WILL SEE FIRST THE PRODUCT LINEUP (FILE NAME: TEST & CONTROL LINE UP STIMULI). SHOW FOR 15 SECONDS BEFORE ALLOWING THE RESPONDENT TO CONTINUE.}

Shown below are examples of products offered by StockX as NFTs or for personal use. Please review each product and its name before proceeding. Please evaluate these products carefully as you would if you were actually considering them as a NFT.

{PROGRAMMING: SHOW THE PRODUCT LINEUP (15 SECONDS)}

Below are some of the products StockX offers on its website



Exhibit 2 – Simonson Survey Q225:

(QUESTION 225)

{PROGRAMMING NOTE: SHOW THE SINGLE SHOE PAGE (IN CELL 1) (FILE NAME: I225 CELL 1 FRONT) OR THE TOKEN DESCRIPTION PAGE (IN CELL 2) (FILE NAME: I225 CELL 2 FRONT) SHOW FOR 15 SECONDS BEFORE ALLOWING THE RESPONDENT TO CONTINUE.}

CELL 1 (TEST) WILL SEE THE FRONT OF THE CHUNKY DUNKY NFT (FILE NAME: I225 CELL 1 FRONT). THE RESPONDENT WILL HAVE THE ABILITY TO CLICK ON THE SMALL THUMBNAIL IMAGE OF THE BACK OF THE NFT (FILE NAME: I225 CELL 1 BACK). ADD INSTRUCTION: TO CLOSE THIS WINDOW, PLEASE CLICK ON THE "X" ON THE TOP RIGHT-HAND SIDE OF THIS PAGE.

CELL 2 (CONTROL) WILL SEE THE FRONT OF THE CLAIM TICKET (FILE NAME: I225 CELL 2 (FRONT)). THE RESPONDENT WILL HAVE THE ABILITY TO CLICK ON THE SMALL THUMBNAIL IMAGE OF THE BACK OF THE NFT (FILE NAME: I225 CELL 2 BACK). ADD INSTRUCTION: TO CLOSE THIS WINDOW, PLEASE CLICK ON THE "X" ON THE TOP RIGHT-HAND SIDE OF THIS PAGE.

IF CELL 1 QUESTION TEXT SHOULD READ: Please consider now one of the shoes you just saw that is available for you to buy as a NFT.

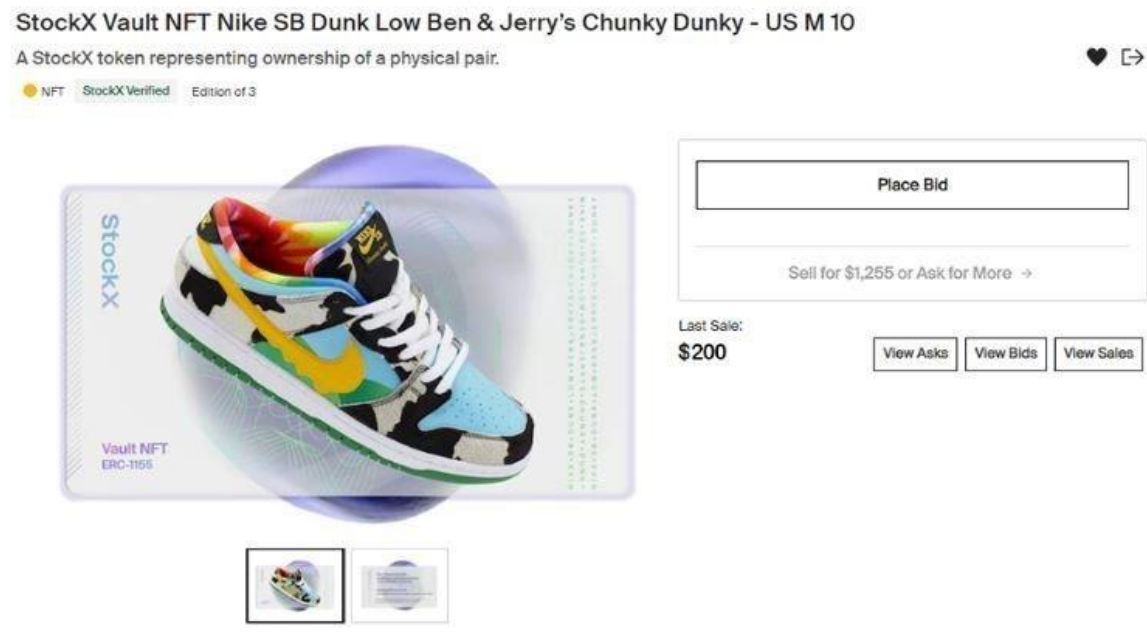
Please scroll down to view the entire page.

When you are finished viewing the page, click on the "NEXT" at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

21. Respondents in the Test Group were then shown a product description page associated with the StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky (depicted below).

Exhibit 3 – Simonson Survey Test Image:



22. After seeing this page, respondents were asked “[w]hich company[ies] or brand(s) offer(s) the product / NFT shown on the screen?” (Q340). If a respondent did as they were instructed and focused on the “shoes [they] just saw,” which they were taught was the “product,” it would have been completely accurate for that respondent to state that Nike offers the Nike SB Dunk Low Ben & Jerry's Chunky Dunky. Dr. Simonson would consider that respondent “confused” for purposes of his analysis when they were simply accurately identifying the manufacturer of the sneaker. This is a material flaw in Dr. Simonson’s design that results from the application of Eveready questions in the context of a resale marketplace.

Survey Methodology

23. Because it is my opinion that the Eveready format is not an appropriate format given the context of this case and will lead to an inaccurate measure of confusion as explained above, I adopted a different likelihood of confusion survey methodology. This methodology is designed to separate respondents’ beliefs as to the source of the underlying physical sneakers from the source of the Vault NFT.

24. This survey was designed in accordance with the relevant factors outlined in the Manual for Complex Litigation (4th edition) published in 2004 by the Federal Judicial Center.¹² These factors include:

- whether the population was properly chosen and defined;
- whether the sample chosen was representative of that population;
- whether the data gathered were accurately reported;
- whether the data were analyzed in accordance with accepted statistical principles;
- whether the questions asked were clear and not leading;
- whether the survey was conducted by qualified persons following proper interview procedures; and
- whether the process was conducted so as to ensure objectivity (e.g., that respondents were unaware of the sponsor of the survey and how the results would be used).

25. Additionally, to ensure objectivity in survey responses, it is standard practice to conduct surveys in a “double-blind” manner (i.e., withhold information about the purpose and sponsor of the survey from both the interviewer and the respondent).¹³ The survey I designed for this assignment satisfied these conditions. Specifically, the survey was administered via a programmed Internet questionnaire, eliminating the need for a human interviewer. The main questionnaire did not provide any information about the actual purpose of the survey or the survey sponsor. In addition, the screening questions included response options unrelated to the survey purpose to disguise the “correct” answer for qualification.

26. To ensure the meaningfulness of survey responses, it is standard survey practice to instruct respondents not to guess. The survey I designed satisfied this condition as well, in that the instructions at the beginning of the survey stated, “If you don’t know an answer to any question or if you don’t have an opinion, please indicate this by choosing the ‘Don’t know/No opinion’ response option. It is very important that you do not guess.” In addition, the survey included explicit “Don’t know/No opinion” response options where applicable. The use of these instructions and the offering of explicit “Don’t know/No opinion” response options substantially reduce the likelihood

¹² Federal Judicial Center (2004). *Manual for Complex Litigation* (4th ed.). Thomson Reuters.

¹³ Diamond, S. S. (2011). Reference Guide on Survey Research. In *Reference Manual on Scientific Evidence* (3rd ed., p. 410-11). The National Academies Press.

that respondents will attempt to guess the answer to a question if they don't know or do not have an opinion.¹⁴

27. To reach a representative sample, I developed an Internet survey. Internet surveys are a widely accepted form of market research.¹⁵ Data collected using Internet surveys do not differ in quality from that collected using phone or mall-intercept methodologies.¹⁶ The survey I developed was conducted by contracting with an Internet panel company that has pre-recruited potential respondents who have indicated their willingness to participate in consumer surveys via the Internet. For the present matter, I contracted with Prodege Market Research ("Prodege"), a well-established market research firm that maintains a panel of over 7.2 million active members in the U.S. I have worked with Prodege on many other projects and found them to be a consistently reliable and high-quality supplier of qualified survey respondents.

28. The email invitations sent to Prodege panel members included a link to a survey. This link contained an embedded identification number that assured each respondent could only complete the survey once. Click balancing¹⁷ was implemented in order to ensure that the individuals who had the opportunity to qualify approximated the 2020 census in terms of age, gender, and census region. As is customary for consumer surveys conducted for use in litigation, as well as other market research surveys, respondents who qualified and completed the survey received a small monetary incentive for participation. Respondents who qualified and completed the survey were awarded 50 "Swagbucks," a form of Prodege currency worth approximately \$0.50. A copy of the survey invitation is included in the report as Appendix C.

¹⁴ *Id.*, p. 389-391.

¹⁵ Poret, H. (2010). A comparative empirical analysis of online versus mall and phone methodologies for trademark surveys, *The Trademark Reporter*, 100(3), p. 756-807.

¹⁶ *Ibid.*

¹⁷ "Click balancing" refers to the process of ensuring that the group of people who click on the survey link (not to be confused with the group of people who qualify and complete the survey) is representative of the geographically targeted population. The process of click balancing involves sending periodic updates to the panel vendor on the age, gender, and region breakdown of inbound clicks on the survey link so that the panel vendor can make any necessary adjustments to their survey invitation mailings (i.e., which age/gender/region groups they send invitations to and in what quantity). Kugler, M. & Henn, C. (2022). Internet Surveys in Trademark Cases: Benefits, Challenges, and Solutions. In *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, (2nd ed., p. 310). ABA.

Population Universe and Sample Selection

29. The appropriate universe for measuring the extent of consumer confusion, if any, caused by StockX's use of pictures of Nike sneakers in connection with the sale of Vault NFTs is past and potential consumers of the product (i.e., NFTs linked to sneakers or collectible sneakers or shoes). As noted above, I developed an Internet survey. Potential respondents were men and women ages 18 and older who indicated that they had personally purchased or considered purchasing an NFT in the past 12 months or were likely to purchase or consider purchasing an NFT in the next 12 months. Additionally, respondents had to indicate they either: (1) had purchased or considered purchasing an NFT corresponding to a physical pair of sneakers or shoes in the past 12 months or were likely to purchase or consider purchasing an NFT corresponding to a physical pair of sneakers or shoes in the next 12 months, or (2) had purchased or considered purchasing collectible sneakers or shoes in the past 12 months or were likely to purchase or consider purchasing collectible sneakers or shoes in the next 12 months.
30. My survey universe is distinct from that of Dr. Simonson. In addition to the flaw in adopting an Eveready format in the context of this case, Dr. Simonson failed to survey the proper universe. Specifically, Dr. Simonson's survey was overinclusive in that it included individuals who had not purchased, or were not likely to purchase, NFTs.¹⁸ Such an approach is likely to skew results in Nike's favor, as individuals who have no experience with NFTs are potentially more likely to misunderstand the Vault NFT offering. In the context of my own survey, I therefore correct for this fatal flaw in Dr. Simonson's approach.

Survey Design

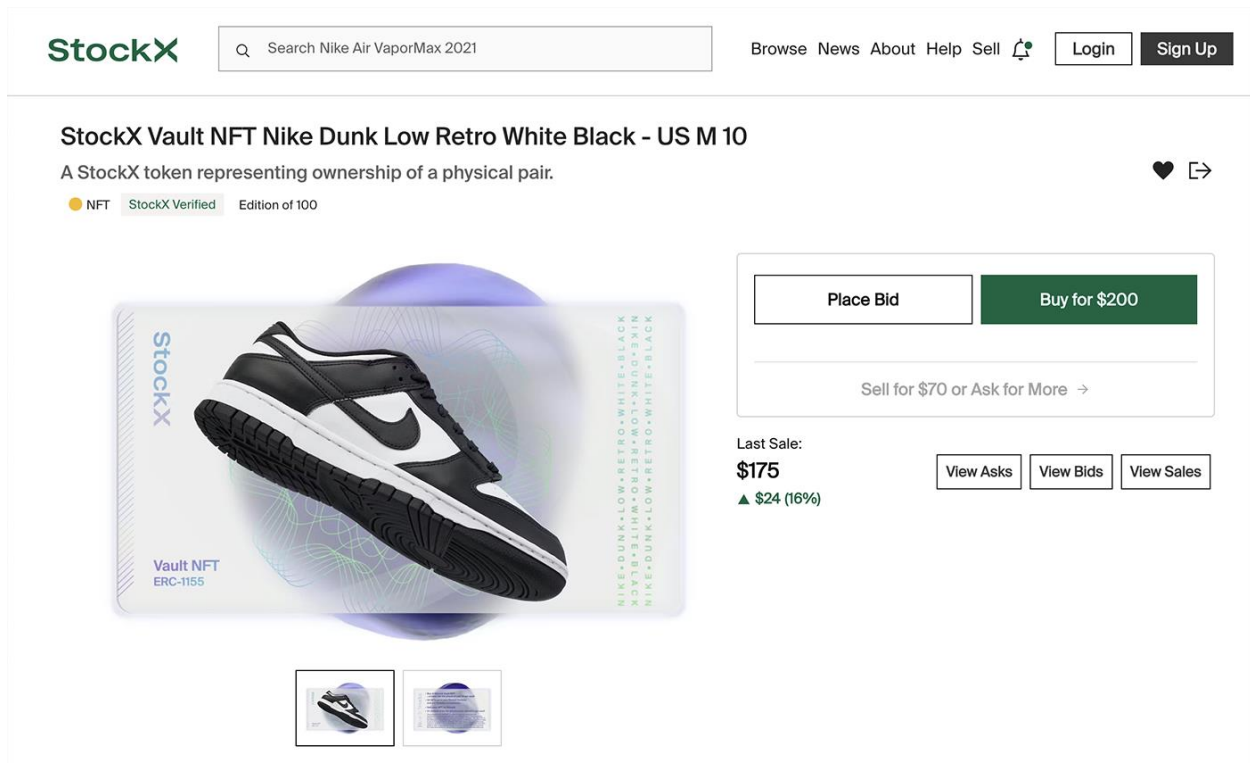
31. The survey I designed and conducted is commonly described as a single stimulus open-end response test-control design. In this type of survey, respondents are shown a single product and then asked, in an open-ended format, a series of questions. Because the critical issue in this case involves point-of-sale confusion, the product exposure simulated the way in which a person would see the Vault NFTs at issue when purchasing them.
32. To determine the degree to which relevant consumers are likely to believe that a Vault NFT with an image of an underlying Nike sneaker is created by Nike, I used a test-control experimental design. The purpose of the test-control design is to isolate

¹⁸ See Expert Report of Dr. Itamar Simonson, Ex. D (Questions 60, 65, 70, 75).






the influence of the alleged infringing element of the image of the Nike sneaker on the likelihood of consumer confusion.

33. The use of a test-control design is analogous to the use of a placebo in the test of, say, a new drug. To test a new drug, some patients are given the test product, and some are given a placebo or sugar pill or some other drug with a known efficacy. Patients are randomly assigned to receive either the test product or the control product. The effect of the drug is measured by the difference in response between those receiving the test drug (the “Test” Group) and those receiving the control drug (the “Control” Group). The use of a control in the drug testing situation is important because some people will get well even with no treatment at all, and some get well just because they think their disease is being treated.
34. In this case, the Test stimulus was the StockX webpage showing the StockX Vault NFT Nike Dunk Low Retro White Black – US M 10, including the associated image of the Nike sneaker on it. See Exhibit 4 below for an image of the Test stimulus.

Exhibit 4 – Test Image:



Related Products

 <p>StockX Vault NFT Air Jordan 4 Retro White...</p> <p>Lowest Ask</p> <p>\$420</p> <p>Last Sale: \$345</p>	 <p>StockX Vault NFT Nike Dunk Low Off-White Lot...</p> <p>Lowest Ask</p> <p>\$7,900</p> <p>Last Sale: \$7,500</p>	 <p>StockX Vault NFT KAWS Sacai Nike Blazer Low...</p> <p>Lowest Ask</p> <p>\$149</p> <p>Last Sale: \$149</p>	 <p>StockX Vault NFT Jordan 1 Retro High OG Patent...</p> <p>Lowest Ask</p> <p>\$229</p> <p>Last Sale: \$205</p>	 <p>StockX Vault NFT Women's Nike Air...</p> <p>Lowest Ask</p> <p>\$2,900</p> <p>Last Sale: \$2,000</p>
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Product Details

Product Description

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

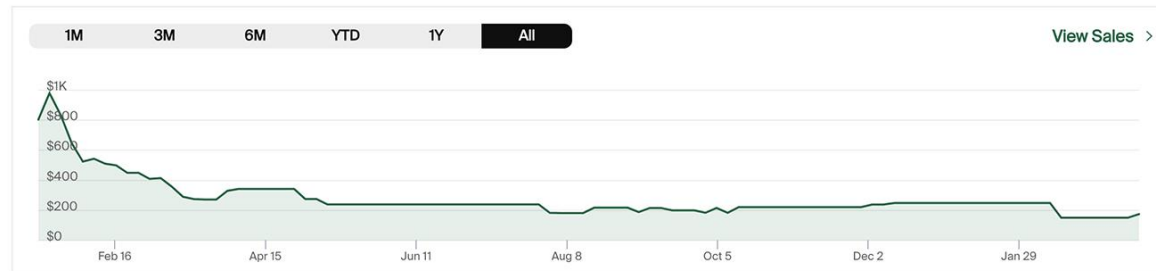
One of the most popular Nike Dunks of 2021 is now a part of StockX's Vault NFT experience. The Nike Dunk Low Retro White Black is constructed of white leather with black leather overlays and Swooshes. Classic Nike branding is featured on the nylon tongue, nodding to traditional Dunk design elements. A white midsole and black outsole completes the design. The Nike Dunk Low Retro White Black released in January of 2021 and retailed for \$100.

The Fine Print:

- The Vault NFT is not affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike name(s), use and trademark(s) used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit www.nike.com.
- If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found [here](#).
- Minted on Ethereum blockchain.

[Read Less](#) ^

Price History



12-Month Historical

\$151 - \$259 12-Month Trade Range	\$205 - \$250 All-Time Trade Range	-- Volatility
20 Number of Sales	-- Price Premium	\$201 Average Sale Price

StockX. Access the Now.

Air Jordan

Air Jordan 1
Air Jordan Release Dates
Womens Jordans
Air Jordan 11
Air Jordan 4
Jordan 1 Mid

New Balance

New Balance 327
New Balance 530
New Balance 550
New Balance 574
New Balance 2002R
New Balance Aimé Leon Dore

Popular Releases

Lightning McQueen Crocs
NikeCraft GPS Yellow
Jordan 2 J Balvin
adidas Samba
Popular Searches
Popular Brands

Apparel

Supreme
Essentials
Chrome Hearts
Vione
Nike Tech Fleece
Yeezy GAP

Nike

Nike Dunk
Nike Blazer
Nike Air Force 1
Women's Air Force 1s
Women's Nike Dunks
Women's Nike Shoes

Sell

Selling Guide
Professional Tools
Scout
Developers

Women's

Women's Sneakers
Women's Shoes
Women's Apparel
Women's Accessories
Louis Vuitton Bags
Women's Jordans

Accessories

Swatch X Omega Mission To The Moon
Supreme Field Waist Bag
Jordan Monogram Duffle Bag
Marc Jacobs Tote Mini
Gucci NY Yankees Cap

Size Guides

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Kids Shoes Size Guide
Women's Shoe Sizes
Men's Shoe Sizes

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ESPAÑOL (ES)

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35. I selected the StockX Vault NFT Nike Dunk Low Retro White Black – US M 10 because it is representative of the StockX Vault NFTs associated with Nike sneakers, and is featured in the First Amended Complaint ten times.¹⁹ I did not select the StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky – US M 10, as Dr. Simonson did, because I do not believe that particular product serves

¹⁹ First Amended Complaint (Case No. 22-cv-983), ¶¶ 5, 60, 63-64, 75, 77, 78, 81, 86, 108 (S.D.N.Y. 2022).

as an appropriate representative of the broader group of Vault NFT offerings. There are several key differences that set the StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky – US M 10 apart from other offerings, including that this particular product (1) includes an extra use of the Nike wordmark on the tongue of the sneaker because of the way the shoe is angled in the product image, (2) references a third-party brand which may overcomplicate respondents' analysis of the stimuli, or otherwise encourage respondents to merely restate all of the brands they see on the screen when asked about source, and, most critically, (3) includes an outdated version of the "How It Works" disclaimer associated with each Vault NFT as depicted below.

Exhibit 5 – Outdated "How It Works" Disclaimer:



36. For all Vault NFTs other than the Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky – US M 10, this version of the "How It Works Disclaimer," was available only between on or around January 18, 2023, and on or around February 14, 2023.²⁰ After February 14, 2023, Vault NFTs included the following, more fulsome "How It Works Disclaimer":

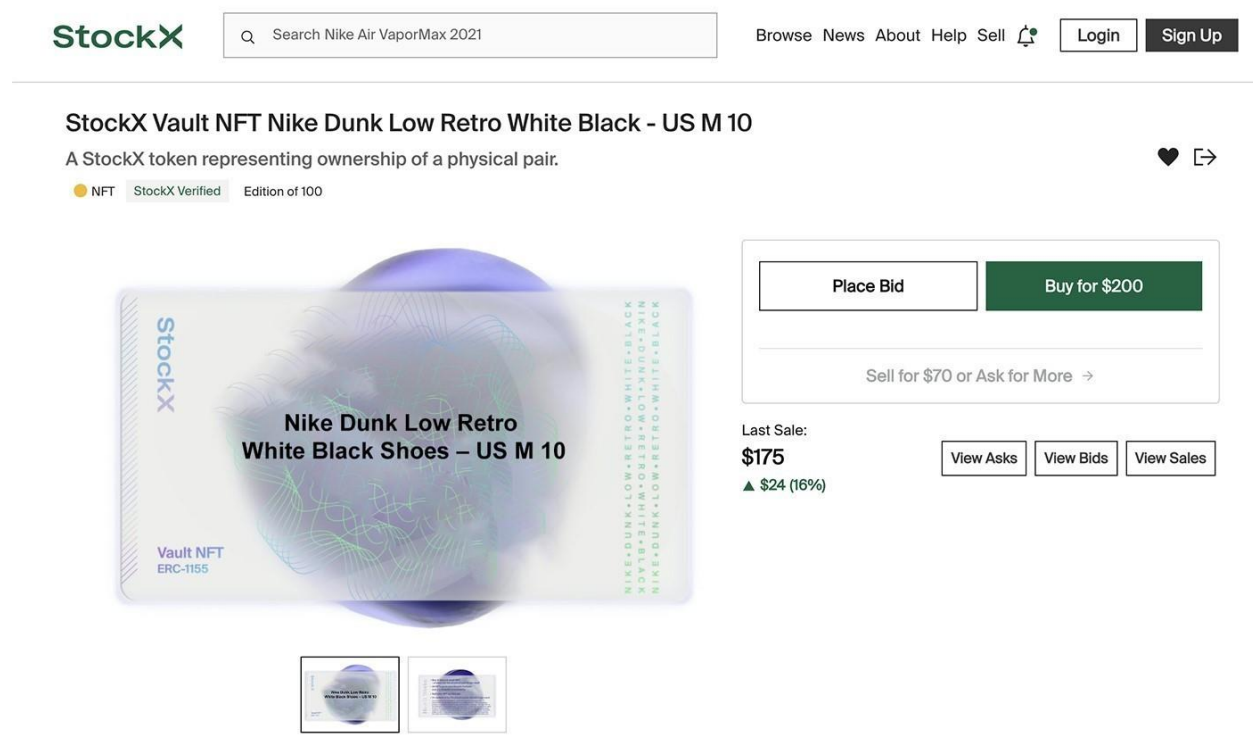
²⁰ My understanding is based on STX0127513, NIKE0003802, and representations from counsel.

Exhibit 6 – Updated “How It Works” Disclaimer:




37. In creating the stimulus to serve as a control for guessing, prior knowledge, and other forms of survey noise, I followed the generally accepted method for selecting a control that will allow for the isolation of the test stimulus feature(s) of interest. “In designing a survey-experiment, the expert should select a stimulus for the control group that shares as many characteristics with the experimental stimulus as possible, with the key exception of the characteristic whose influence is being assessed.”²¹
38. Here, the Control stimulus was the same StockX webpage showing the same Vault NFT, but the image of the Nike sneaker was replaced with a text description of the sneaker. See Exhibit 7 below for an image of the Control stimulus. This is a more appropriate Control stimulus than the image used by Simonson, as the latter removed multiple non-infringing elements in addition to the allegedly infringing image of the shoe, such as the purple blob and the translucent card.

Exhibit 7 – Control Image:



²¹ Diamond, S. S. (2011). Reference Guide on Survey Research. In *Reference Manual on Scientific Evidence* (3rd ed., p. 399). Federal Judicial Center and The National Academies Press.

Related Products




StockX Vault NFT Air Jordan 4 Retro White...

Lowest Ask

\$420

Last Sale: \$345




StockX Vault NFT Nike Dunk Low Off-White Lot...

Lowest Ask

\$7,900

Last Sale: \$7,500




StockX Vault NFT KAWS Sacai Nike Blazer Low...

Lowest Ask

\$149

Last Sale: \$149

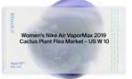


StockX Vault NFT Jordan 1 Retro High OG Patent...

Lowest Ask

\$229

Last Sale: \$205



StockX Vault NFT Women's Nike Air...

Lowest Ask

\$2,900

Last Sale: \$2,000

Product Details

Product Description

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

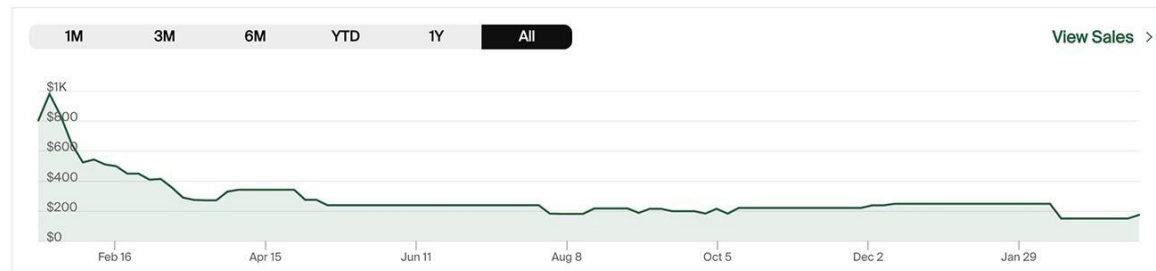
One of the most popular Nike Dunks of 2021 is now a part of StockX's Vault NFT experience. The Nike Dunk Low Retro White Black is constructed of white leather with black leather overlays and Swooshes. Classic Nike branding is featured on the nylon tongue, nodding to traditional Dunk design elements. A white midsole and black outsole completes the design. The Nike Dunk Low Retro White Black released in January of 2021 and retailed for \$100.

The Fine Print:

- The Vault NFT is not affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike name(s), use and trademark(s) used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit www.nike.com.
- If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found [here](#).
- Minted on Ethereum blockchain.

[Read Less](#) ^

Price History



12-Month Historical

\$151 - \$259 12-Month Trade Range	\$205 - \$250 All-Time Trade Range	-- Volatility
20 Number of Sales	-- Price Premium	\$201 Average Sale Price

StockX. Access the Now.

Air Jordan

Air Jordan 1
Air Jordan Release Dates
Womens Jordans
Air Jordan 11
Air Jordan 4
Jordan 1 Mid

New Balance

New Balance 327
New Balance 530
New Balance 550
New Balance 574
New Balance 2002R
New Balance Aimé Leon Dore

Popular Releases

Lightning McQueen Crocs
NikeCraft GPS Yellow
Jordan 2 J Balvin
adidas Samba
Popular Searches
Popular Brands

Apparel

Supreme
Essentials
Chrome Hearts
Vlone
Nike Tech Fleece
Yeezy GAP

Nike

Nike Dunk
Nike Blazer
Nike Air Force 1
Women's Air Force 1s
Women's Nike Dunks
Women's Nike Shoes

Sell

Selling Guide
Professional Tools
Scout
Developers

Women's

Women's Sneakers
Women's Shoes
Women's Apparel
Women's Accessories
Louis Vuitton Bags
Women's Jordans

Accessories

Swatch X Omega Mission To The Moon
Supreme Field Waist Bag
Jordan Monogram Duffle Bag
Marc Jacobs Tote Mini
Gucci NY Yankees Cap

Size Guides

Shoe Size by Brand
Kids Shoes Size Guide
Women's Shoe Sizes
Men's Shoe Sizes

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39. It is my understanding Nike does not consider the image used on the product page for the Vault NFT to be infringing except insofar as it contained a photograph of a Nike sneaker. The First Amended Complaint contrasts the Vault NFT product pages with StockX paper receipts, and states that “[u]nlike a Vault NFT, upon information and belief, this paper receipt prominently uses StockX’s own mark and only uses the Nike name in connection with the purchased shoe, yet somehow still manages to

function as a receipt for that Nike shoe.”²² For comparison, the First Amended Complaint includes the following image of a StockX paper receipt:

Exhibit 8 – StockX Paper Receipt:



Survey Instrument

The Screening Questions

40. The survey began with a series of screening questions to determine if the respondent was a member of the target population and qualified to participate in the survey. Qualified individuals were U.S. residents aged 18 and older who indicated that they had personally purchased or considered purchasing an NFT in the past 12 months or were likely to purchase or consider purchasing an NFT in the next 12

²² First Amended Complaint (Case No. 22-cv-983), ¶ 80 (S.D.N.Y. 2022).

months. Additionally, respondents had to indicate they either: (1) had purchased or considered purchasing an NFT corresponding to a physical pair of sneakers or shoes in the past 12 months or were likely to purchase or consider purchasing an NFT corresponding to a physical pair of sneakers or shoes in the next 12 months, or (2) had purchased or considered purchasing collectible sneakers or shoes in the past 12 months or were likely to purchase or consider purchasing collectible sneakers or shoes in the next 12 months. Screenshots taken from the survey and a text version of the survey with programmer instructions are included in Appendix D.

41. The first screening question (QS0) asked respondents to enter the code shown on the screen exactly as it was shown in a CAPTCHA image box. This is a standard question used in all AMS Internet surveys to ensure that only actual people, as opposed to computer programs, take the survey. Next (QS1), respondents indicated what type of electronic device they were using to complete the survey. Respondents were allowed to continue if they selected “Desktop computer,” “Laptop computer,” “Tablet computer,” or “Smartphone.” Respondents who indicated that they were using another mobile or electronic device received an instruction that the survey is not formatted for viewing on such devices and were prompted to log back into the survey using a desktop, laptop, tablet, or smartphone. In the next two questions, respondents indicated their gender (QS2) and the age bracket that corresponded to their age (QS3). Anyone who selected “Under 18” was not permitted to continue. Age and gender were then used to validate that the person taking the survey was the same person who had originally enrolled with the panel provider.
42. The next screening question (QS4) asked respondents to indicate their state of residence. Any respondent who selected “My area is not listed here” was terminated from the survey.
43. The next screening question (QS5) showed respondents a list of different types of products and asked which, if any, they had personally purchased or considered purchasing in the past 12 months:

QS5. Which of the following, if any, have you personally purchased or considered purchasing in the **past 12 months**?

- ☐ NFT (“non-fungible token,” i.e., an ownable digital token that may be linked to a specific product (such as art, a watch, or sneakers))
- ☐ Stock (i.e., shares that represent ownership claims on businesses)
- ☐ Cryptocurrency (i.e., a digital currency designed to work as a medium of exchange through a computer network that is not reliant on any central authority, such as a government or bank, to uphold or maintain it)
- ☐ Collectible items (e.g., artwork, jewelry, luxury handbags, sneakers, trading cards, etc.)
- ☐ Ancient scrolls or texts
- ☐ None of the above

44. This list was randomized for each respondent to avoid any bias due to the order of presentation of the options. In order to ensure respondents were not blindly selecting responses, a red herring “Ancient scrolls or texts” was included in the list of response options. Any respondent who selected “Ancient scrolls or texts” was not permitted to continue in the survey. All other respondents continued to screening question QS6.

45. QS6 showed respondents the same list as in QS5 (in the same order) and asked which, if any, they were likely to personally purchase or consider purchasing in the next 12 months. In order to ensure respondents were not blindly selecting responses, a red herring “Ancient scrolls or texts” was included in the list of response options. Any respondent who selected “Ancient scrolls or texts” was not permitted to continue in the survey.

46. At this point, respondents who selected “NFT” at either QS5 or QS6 were able to continue, otherwise they were terminated from the survey.

47. The next screening question (QS7) was shown to respondents who indicated they had purchased or considered purchasing an NFT in the past 12 months (QS5). This question asked what type(s) of NFTs they purchased or considered purchasing in the past 12 months, if any, from a list of different types of NFTs:

QS7. You indicated that you personally purchased or considered purchasing an NFT in the **past 12 months**. Which of the following types of NFTs, if any, did you purchase or consider purchasing in the **past 12 months**?

- ☐ NFT corresponding to a physical pair of sneakers or shoes
- ☐ NFT corresponding to a physical trading card
- ☐ NFT corresponding to a physical toy or game
- ☐ NFT corresponding to virtual real estate
- ☐ NFT corresponding to gaming tokens
- ☐ NFT corresponding to digital artwork
- ☐ NFT corresponding to physical hazmat suit of armor
- ☐ None of the above

48. This list was randomized for each respondent to avoid any bias due to the order of presentation of the options. In order to ensure respondents were not blindly selecting responses, a red herring “NFT corresponding to a physical hazmat suit of armor” was included in the list of response options. Any respondent who selected “NFT corresponding to a physical hazmat suit of armor” was not permitted to continue in the survey.

49. Screening question QS8 was shown to respondents who indicated they were likely to purchase or consider purchasing an NFT in the next 12 months (QS6). This question showed respondents the same list as in QS7 (in the same order) and asked what type(s) of NFTs they were likely to purchase or consider purchasing in the next 12 months, if any, from a list of different types of NFTs. In order to ensure respondents were not blindly selecting responses, a red herring “NFT corresponding to a physical hazmat suit of armor” was included in the list of response options. Any respondent who selected “NFT corresponding to a physical hazmat suit of armor” was not permitted to continue in the survey.

50. At this point, any respondent who selected “NFT corresponding to a physical pair of sneakers or shoes” at QS7 or QS8 qualified for the survey. If they also selected “Collectible items” at QS5 or QS6, they saw the corresponding next set of questions (QS9 and/or QS10).

51. Respondents who did not select “NFT corresponding to a physical pair of sneakers or shoes” at QS7 or QS8 but selected “Collectible items” at QS5 or QS6 saw the corresponding next set of questions (QS9 and/or QS10).

52. Respondents who neither selected “NFT corresponding to a physical pair of sneakers or shoes” at QS7 or QS8 nor selected “Collectible items” at either QS5 or QS6 were terminated from the study.

53. Respondents who indicated that they had purchased or considered purchasing “Collectible items” in the past 12 months at QS5 were asked at QS9 which, if any, of the listed items they purchased or considered purchasing in the past 12 months:

QS9. You indicated that you personally purchased or considered purchasing a collectible item in the **past 12 months**. Which of the following, if any, did you purchase or consider purchasing?

- ☐ Collectible sneakers or shoes
- ☐ Collectible coins or currency
- ☐ Collectible vinyl records or record players
- ☐ Collectible jewelry or handbags
- ☐ Collectible comic books or literature
- ☐ Collectible stamps or maps
- ☐ Collectible hazmat suit of armor
- ☐ None of the above

54. In order to ensure respondents were not blindly selecting responses, a red herring “Collectible hazmat suit of armor” was included in the list of response options. Any respondent who selected “Collectible hazmat suit of armor” was not permitted to continue in the survey.

55. Respondents who indicated that they were likely to purchase or consider purchasing “Collectible items” in the next 12 months at QS6 were asked at QS10 which, if any, of the listed items they were likely to personally purchase or consider purchasing in the next 12 months. The list of items was shown in the same order as QS9. In order to ensure respondents were not blindly selecting responses, a red herring “Collectible hazmat suit of armor” was included in the list of response options. Any respondent who selected “Collectible hazmat suit of armor” was not permitted to continue in the survey.

56. At this point, if respondents had not already qualified based on their responses to the prior questions, and they did not either select “Collectible sneakers or shoes” at QS9 or QS10, they were not permitted to continue. All other respondents continued to QS11.

57. As an additional quality control and attention check, screening question QS11 directed respondents to select the “Other” option from a list of response options and to type one of four words that was randomly piped into the question text in the space provided. This was to ensure respondents were paying attention and not blindly selecting response options. Respondents who did not select “Other” and those who did not type in the correct response were terminated from the survey. Screening question QS12 asked respondents to take the survey on a device with picture

capabilities; to take the survey in one session without interruption; to keep their browser maximized for the entire survey; to not consult any other websites, other electronic or written materials, or other people while taking the survey; and to wear glasses or contact lenses if needed when viewing an electronic screen. Respondents who indicated their understanding of, and consent to, these instructions proceeded to the main questionnaire.

Main Questionnaire

58. Respondents who qualified proceeded to the main part of the survey that began with a brief instruction explaining the exercise:


“In the next section of the survey, you are going to see pictures you might see while shopping for collectible sneakers on the StockX digital marketplace.”

59. After selecting the “NEXT” button, all respondents then continued to the next page where they were shown the StockX homepage. See Exhibit 9 below.

Exhibit 9 – StockX Homepage

StockX [Browse](#) [News](#) [About](#) [Help](#) [Sell](#) [Login](#) [Sign Up](#)







[Sneakers](#) [Shoes](#) [Apparel](#) [Electronics](#) [Trading Cards](#) [Collectibles](#) [Accessories](#) [Trending Deals](#) **NEW**








Stüssy Summer '23 Delivery One

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Recommended For You

 <p>Jordan 4 Retro Thunder (2023)</p> <p>Lowest Ask: \$240</p> <p>Last Sale: \$302</p>	 <p>Jordan 1 High OG Spider-Man Across the Spider-Verse</p> <p>Lowest Ask: \$219</p> <p>Last Sale: \$256</p>	 <p>Nike SB Dunk Low Jarritos</p> <p>Lowest Ask: \$290</p> <p>Last Sale: \$405</p>	 <p>Nike Dunk Low Retro White Black Panda (2021)</p> <p>Lowest Ask: \$120</p> <p>Last Sale: \$161</p>	 <p>Jordan 3 Retro Wizards</p> <p>Lowest Ask: \$190</p> <p>Last Sale: \$205</p>	 <p>Jordan 4 Retro SB Pine Green</p> <p>Lowest Ask: \$260</p> <p>Last Sale: \$374</p>
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Popular Brands

 Jordan	 Supreme	 Louis Vuitton	 Bearbrick	 PS5
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Recently Viewed

 <p>adidas NMD R1 Glow Pink (Youth)</p> <p>Lowest Ask: \$83</p> <p>Last Sale: \$83</p>	 <p>adidas NMD R1 Collegiate Burgundy Glow Pink</p> <p>Lowest Ask: \$229</p> <p>Last Sale: \$140</p>	 <p>adidas NMD R1 Collegiate Burgundy (Women's)</p> <p>Lowest Ask: \$85</p> <p>Last Sale: \$90</p>	 <p>adidas NMD R1 Burgundy Gum</p> <p>Lowest Ask: \$70</p> <p>Last Sale: \$55</p>	 <p>adidas NMD R1 Collegiate Navy Gum</p> <p>Lowest Ask: \$100</p> <p>Last Sale: \$85</p>	 <p>adidas Koi Collegiate Navy Gum</p> <p>Lowest Ask: \$120</p> <p>Last Sale: \$119</p>
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Trending Sneakers [See All](#)

 <p>Jordan 4 Retro Thunder (2023)</p> <p>Lowest Ask: \$200</p> <p>11170 sold</p>	 <p>Jordan 1 High OG Spider-Man Across the Spider-Verse</p> <p>Lowest Ask: \$219</p> <p>5476 sold</p>	 <p>Jordan 5 Retro SE Craft Light Onwood Brown</p> <p>Lowest Ask: \$188</p> <p>508 sold</p>	 <p>Jordan 3 Retro Lucky Green (Women's)</p> <p>Lowest Ask: \$146</p> <p>766 sold</p>	 <p>Jordan 1 Retro High OG White Cement</p> <p>Lowest Ask: \$124</p> <p>3972 sold</p>	 <p>Jordan 2 Retro Cement Grey</p> <p>Lowest Ask: \$141</p> <p>383 sold</p>
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As Seen On Instagram

Use #GottOnStockX and you could be featured.



Trending Deals

See All →

<p>Jordan 3 Retro White Cement Reimagined</p> <p>Lowest Ask: \$154</p> <p>Avg Sale: \$469</p>	<p>MSCHF Big Red Boot</p> <p>Lowest Ask: \$280</p> <p>Avg Sale: \$467</p>	<p>adidas Samba OG Cloud White Core Black</p> <p>Lowest Ask: \$92</p> <p>Avg Sale: \$400</p>	<p>Fear of God Essentials Sweatpant Coral</p> <p>Lowest Ask: \$58</p> <p>Avg Sale: \$444</p>	<p>Mac Miller The Divine Feminine Limited ZXL...</p> <p>Lowest Ask: \$55</p> <p>Avg Sale: \$609</p>	<p>Fear of God Essentials Hoodie (FW22) Light...</p> <p>Lowest Ask: \$81</p> <p>Avg Sale: \$400</p>
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Under Armour: Brand Spotlight

Read Now

Designer Sunglasses

Shop Now

Popular Footwear Brands

<p>New Balance</p>	<p>Nike</p>	<p>UGG</p>	<p>adidas</p>	<p>Jordan</p>
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Featured Apparel

See All →

<p>Kith x STAR WARS Emperor Vintage Tee...</p> <p>Lowest Ask: \$84</p> <p>117 sold</p>	<p>Mugler H&M Corset-Waist Hooded Jacket Black</p> <p>Lowest Ask: \$205</p> <p>51 sold</p>	<p>Sp5der Web Hoodie Purple</p> <p>Lowest Ask: \$163</p> <p>258 sold</p>	<p>Nike SB x Jarrillo Padded Jacket Khaki</p> <p>Lowest Ask: \$246</p> <p>71 sold</p>	<p>Supreme Coogi Basketball Jersey...</p> <p>Lowest Ask: \$215</p> <p>50 sold</p>	<p>Mugler H&M Spiral-Panel Jeans Light Denim...</p> <p>Lowest Ask: \$286</p> <p>23 sold</p>
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Featured Accessories

See All →

 <p>Swatch x Omega Bioceramic Moonwatch...</p> <p>Lowest Ask:</p> <p>\$437</p> <p>Last Sale: \$418</p>	 <p>Supreme x Oring 600 3-in-1 Silver</p> <p>Lowest Ask:</p> <p>\$81</p> <p>Last Sale: \$77</p>	 <p>Off-White Virgil Square Frame Sunglasses Black...</p> <p>Lowest Ask:</p> <p>\$237</p> <p>Last Sale: \$224</p>	 <p>Mugler H&M Star-Shaped Earrings Silver-colored</p> <p>Lowest Ask:</p> <p>\$105</p> <p>Last Sale: \$128</p>	 <p>Marc Jacobs The Tote Bag Mini Black</p> <p>Lowest Ask:</p> <p>\$201</p> <p>Last Sale: \$200</p>	 <p>Telfar Round Telfar Circle Bag Azalea</p> <p>Lowest Ask:</p> <p>\$700</p> <p>Last Sale: --</p>
--	---	---	--	--	--







Women's Air Jordan 3 Lucky Green

Buy & Sell Now



Electronics Spotlight

See All →







 <p>Apple AirPods Pro (2nd Gen/2022) M00D3AM/A...</p> <p>Lowest Ask:</p> <p>\$215</p> <p>2221 sold</p>	 <p>Nintendo Switch Legend of Zelda: Tears of the Kingdom</p> <p>Lowest Ask:</p> <p>\$150</p> <p>325 sold</p>	 <p>Nintendo Pro Controller Legend of Zelda: Tears of the Kingdom</p> <p>Lowest Ask:</p> <p>\$95</p> <p>278 sold</p>	 <p>Flopper Zero Portable Multitool White</p> <p>Lowest Ask:</p> <p>\$169</p> <p>3577 sold</p>	 <p>Meta Quest Pro 256GB VR Headset (US Plug) 899...</p> <p>Lowest Ask:</p> <p>\$800</p> <p>173 sold</p>	 <p>Apple AirPods Max Headphones Space Gray</p> <p>Lowest Ask:</p> <p>\$440</p> <p>851 sold</p>
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Seasonal Favorites

				
T-Shirts	Hoodies	Women's Shoes	Bags	Gaming







Collectibles Staff Picks

See All →

 <p>Mattel Monster High Skullcraze Chucky and...</p> <p>Lowest Ask:</p> <p>\$106</p> <p>205 sold</p>	 <p>Hot Wheels x Tesla Cybertruck 1:10 Scale RC...</p> <p>Lowest Ask:</p> <p>\$95</p> <p>625 sold</p>	 <p>Squishmallow Pokemon Snorlax and Togepi 12..."</p> <p>Lowest Ask:</p> <p>\$84</p> <p>102 sold</p>	 <p>Microsoft Xbox Series X Mini Fridge (US Plug) 1.5..."</p> <p>Lowest Ask:</p> <p>\$90</p> <p>1795 sold</p>	 <p>LEGO Star Wars AT-TE Walker Set 75337</p> <p>Lowest Ask:</p> <p>\$124</p> <p>393 sold</p>	 <p>LEGO Icons The Lord of the Rings Rivendell Set...</p> <p>Lowest Ask:</p> <p>\$418</p> <p>65 sold</p>
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Featured Trading Cards

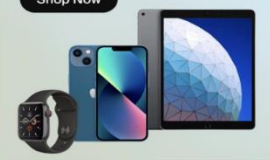
See All →

 <p>2022-23 Panini Prizm Monopoly Basketball...</p> <p>Lowest Ask:</p> <p>\$145</p> <p>66 sold</p>	 <p>Pokémon TCG 25th Anniversary Celebration...</p> <p>Lowest Ask:</p> <p>\$348</p> <p>1089 sold</p>	 <p>Yu-Gi-Oh! OCG Duel Monsters 25th...</p> <p>Lowest Ask:</p> <p>\$303</p> <p>263 sold</p>	 <p>Banda One Piece Card Game Paramount War...</p> <p>Lowest Ask:</p> <p>\$132</p> <p>168 sold</p>	 <p>2022-23 Panini Prizm Monopoly Basketball...</p> <p>Lowest Ask:</p> <p>\$43</p> <p>46 sold</p>	 <p>Pokémon TCG Scarlet & Violet Expansion Pack...</p> <p>Lowest Ask:</p> <p>\$236</p> <p>25 sold</p>
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Certified Refurbished Electronics Are Here

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Jordan x Travis Scott

Motorcycle-Inspired Leather Pants, Bodysuits & More







[Shop Now](#)









Browse More Brands

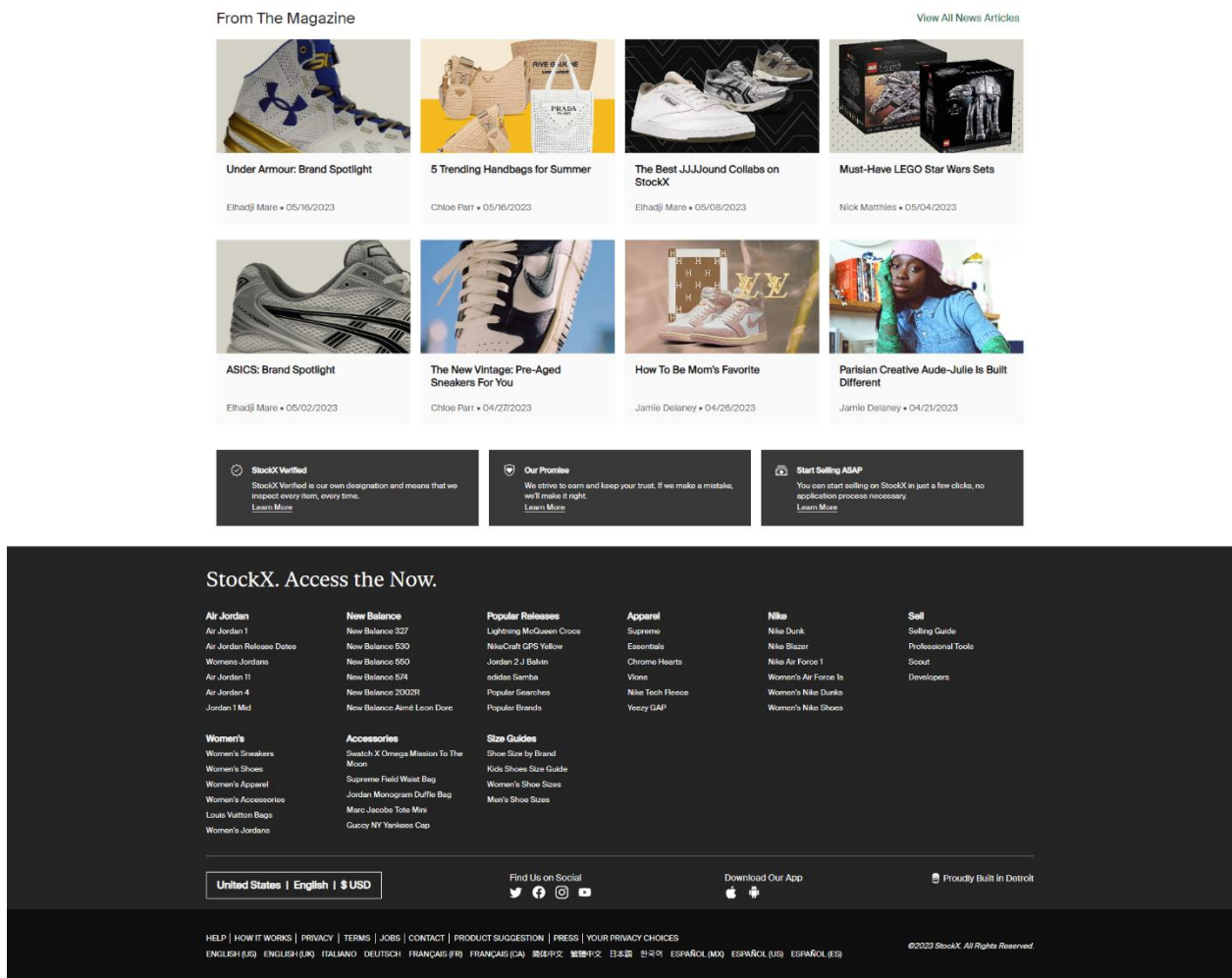






Hot Bearbricks [See All](#)

 Bearbrick Series 45 Sealed Case 100% (24...) Lowest Ask: \$126 1063 sold	 Bearbrick WALL E 400% Lowest Ask: \$60 79 sold	 Bearbrick Series 44 Sealed Case 100% (24...) Lowest Ask: \$136 2420 sold	 Bearbrick Garfield 100% & 400% Set Gold Chrome... Lowest Ask: \$137 500 sold	 Bearbrick Riot Cop 100% & 400% Set Lowest Ask: \$94 295 sold	 Bearbrick Andy Warhol x JEAN-MICHEL BASQUIA... Lowest Ask: \$107 928 sold
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Release Calendar [See All](#)

May 18	May 18	May 18	May 18	May 18	May 18
 Nike Air VaporMax 2023 Flyknit Oatmeal Pearl Pink (Women's) ▼ ASK: \$220	 Nike Cortez Midnight Navy ▼ ASK: \$99	 MSCHF Gobstopper Graylag Goose Edition ▼ ASK: \$379	 Nike Air VaporMax 2023 Flyknit Baltic Blue Citron Tint ▼ ASK: \$231	 Nike Air VaporMax 2023 Flyknit Pale Vanilla Sea Coral (Women's) ▼ ASK: \$613	 Nike Dunk Mid Panda ▼ ASK: \$114



60. Respondents were required to spend at least 10 seconds exposed to the image of the StockX homepage before they were allowed to click “NEXT.” Additionally, respondents could scroll and zoom in on the image. On the next page, respondents were asked to indicate whether they could view the picture clearly (Q00). Those who indicated they were unable to view the picture clearly were terminated from the survey.

61. After selecting the “NEXT” button, respondents then continued to the next page where they were shown the following introduction:

“Some collectible sneakers on the StockX digital marketplace are available through Vault NFTs. A Vault NFT represents and tracks proof of ownership of an actual pair of sneakers stored in a vault. A Vault NFT can be sold or redeemed for the physical sneakers at any time.

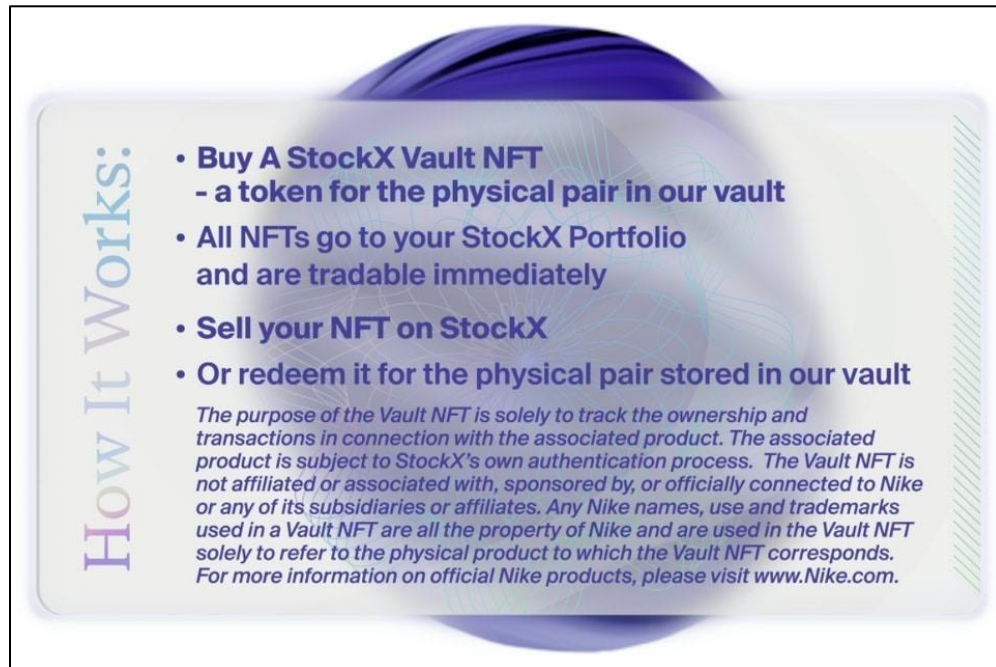
On the next page, you will see a picture you might see while shopping for collectible sneakers. Please look at the picture just as you would if you were considering whether or not to purchase one or more of the items shown.

Afterwards, you will be asked some questions about what you have seen. If you do not have an answer for a particular question, please indicate this in your response. It is very important that you do not try to guess.

Please select “NEXT” when you are ready to continue.”

62. Respondents were then randomly assigned to the Test Group or the Control Group. Respondents assigned to the Test Group were shown the “Test Group Stimulus” and those assigned to the Control Group were shown the “Control Group Stimulus.” See Exhibits 4 and 7 shown above in the Survey Design section of this Report.
63. Respondents were required to spend at least 15 seconds exposed to the picture before they were allowed to click “NEXT.” Additionally, respondents could scroll and zoom in on the image, or view the back of the Vault NFT shown by selecting the thumbnail image. See Exhibit 10 below.

Exhibit 10 – “How It Works” Image Used in Test and Control Thumbnail



64. On the next page, respondents were asked to indicate if they could see the picture clearly (Q0). Those who indicated they were unable to clearly view the picture were terminated from the survey.

65. Respondents then were asked two sets of questions: one about the NFT (Q1-Q3) and one about the sneaker (Q4-Q6). By asking about the NFT and the sneaker separately, this survey avoids a flaw inherent in Dr. Simonson's survey. In Dr. Simonson's survey, it is not clear whether any given respondent was answering questions with respect to the NFT or the corresponding sneaker. By asking about the two concepts separately, this ambiguity is avoided. The order of the two sets of questions was randomized across respondents to avoid bias.

66. For the NFT set of questions, respondents were asked at Q1:

Q1. "What company do you believe created the NFT referenced above, or do you not know?"

67. A box was shown on the screen for respondents to type in their answer. Additionally, respondents were given the option to select a "Don't know/No opinion" checkbox instead of typing in a response. Respondents could not both type in a response and select the checkbox. Respondents who selected the checkbox either skipped to the next set of questions or Q7 (described later).

68. Respondents who typed in a response in Q1 were then asked in Q2:

Q2. “What makes you say that **[INSERT OPEN-END RESPONSE AT Q1]** created the NFT referenced above?”

69. The response from Q1 that was typed into the text box was piped into Q2. Respondents were also given the option to select a “Don’t know/No opinion” checkbox instead of typing in a response. Respondents could not both type in a response and select the checkbox. Respondents who selected the checkbox either skipped to the next set of questions or Q7.

70. Respondents who typed in a response in Q2 were then asked in Q3 to indicate any other reasons they did not already mention in Q2. Respondents were also given the option to select a “Nothing else” checkbox instead of typing in a response. Respondents could not both type in a response and select the checkbox.

71. For the sneaker set of questions, respondents were asked at Q4:

Q4. “What company do you believe created the sneaker referenced above, or do you not know?”

72. A box was shown on the screen for respondents to type in their answer. Additionally, respondents were given the option to select a “Don’t know/No opinion” checkbox instead of typing in a response. Respondents could not both type in a response and select the checkbox. Respondents who selected the checkbox either skipped to the next set of questions or Q7.

73. Respondents who typed in a response in Q4 were then asked in Q5:

Q5. “What makes you say that **[INSERT OPEN-END RESPONSE AT Q4]** created the sneaker referenced above?”

74. The response from Q4 that was typed into the text box was piped into Q5. Respondents were also given the option to select a “Don’t know/No opinion” checkbox instead of typing in a response. Respondents could not both type in a response and select the checkbox. Respondents who selected the checkbox either skipped to the next set of questions or Q7.

75. Respondents who typed in a response in Q5 were then asked in Q6 to indicate any other reasons they did not already mention in Q5. Respondents were also given the option to select a “Nothing else” checkbox instead of typing in a response. Respondents could not both type in a response and select the checkbox.
76. Respondents were then asked in Q7 if they or any member of their household works for certain types of companies. Anyone who selected “An online seller or marketplace offering collectibles or NFTs,” “A law firm,” or “A market research or advertising company” was flagged.
77. After answering Q7, respondents were thanked for their participation and the survey was completed.

Overview of Data Collection

78. A total of 11,113 potential participants responded to the email invitation between May 22, 2023, and May 26, 2023. 452 respondents qualified and completed the survey. Data from 10 respondents were removed for not passing the industry screen at Q7. Another 8 respondents were removed for taking longer than 30 minutes to complete the survey with most of that time spent in the main portion, and 1 respondent was removed for providing nonsensical answers resulting in 433 valid cases for our analysis (216 were in the Test Group and 217 were in the Control Group). Detailed screening statistics are shown in Appendix E. I reviewed all the answers to Q1 to identify the respondents who believe the NFT was created by Nike, as well as the answers to Q4 to identify the respondents who believe the sneaker was created by Nike. All mentions of Nike or a Nike brand (e.g., Air Jordan), including misspellings (e.g., Nik), were counted as Nike.

Data Analysis

79. An analysis of the responses to Q1 showed that 54 of the 216 respondents in the Test Group (25.0%) indicated they believed Nike created the NFT, compared to 48 of the 217 respondents in the Control Group (22.1%). When the result in the Control Group is subtracted from the Test Group, the “Net Confusion” measured is 2.9%. See Table 1 below.

Table 1: Open-end coding for the company respondents
think created the NFT (Q1)

	Test Group		Control Group	
	N	%	N	%
Nike	54	25.0%	48	22.1%
StockX	126	58.3%	134	61.8%
Other	14	6.5%	8	3.7%
Don't know/No opinion	22	10.2%	27	12.4%
	216	100.0%	217	100.0%

Net Confusion = 2.9%

80. Comparing this to the question about who created the sneaker (rather than the NFT itself), an analysis of the responses to Q4 showed that 182 of the 216 respondents in the Test Group (84.3%) indicated they believed Nike created the sneaker, compared to 170 of the 217 respondents in the Control Group (78.3%). This high level of responses in both the Test and Control groups, identifying that Nike is the source of the sneaker itself, shows that respondents accurately recognize that the sneaker comes from Nike. When the result in the Control Group is subtracted from the Test Group, the “Net Difference” measured is 5.9%. See Table 2 below.

Table 2: Open-end coding for the company respondents
think created the sneaker (Q4)

	Test Group		Control Group	
	N	%	N	%
Nike	182	84.3%	170	78.3%
StockX	19	8.8%	19	8.8%
Other	1	0.5%	5	2.3%
Don't know/No opinion	14	6.5%	23	10.6%
	216	100.0%	217	100.0%

Net Difference = 5.9%

81. The Net Confusion result calculated based on responses to Q1 – the appropriate means of measuring consumer confusion – is not significantly different from zero at any commonly accepted level of statistical significance (i.e., 95% confidence interval).

Conclusion

82. Based on my understanding of the facts of this case, it is my opinion that a standard Eveready format is not an accurate way to measure consumer confusion, if any, stemming from StockX's Vault NFTs, and that Dr. Simonson's survey should therefore be disregarded.
83. Instead, a survey that separates questions of source concerning the NFT from those concerning the underlying physical sneakers is a reliable and appropriate means of measuring actual consumer confusion.
84. Based on the results of the survey I conducted, it is my opinion, to a reasonable degree of professional certainty, that potential purchasers of Vault NFTs on the StockX platform that are linked to a specific pair of Nike sneakers will not be confused by the use of a picture of the sneakers (displaying the Nike "swoosh") on the page offering the Vault NFT and will not believe that the Vault NFT was created by Nike.



Robert L. Klein

Appendices

- A. Curriculum vitae of Robert L. Klein
- B. Documents reviewed and considered
- C. Survey invitation
- D. Screenshots and questionnaire
- E. Response statistics
- F. Data glossary
- G. Data listing

Appendix A - Curriculum Vitae of Robert L. Klein

Business Address: Applied Marketing Science, Inc.
10 Mall Road
Burlington, MA 01803
(781) 250-6301
fax: (781) 684-0075

E-mail: bklein@ams-inc.com

Education: MASSACHUSETTS INSTITUTE OF TECHNOLOGY, SLOAN SCHOOL OF MANAGEMENT, Master of Science in Management, June 1968. Teaching Assistantship 2nd year.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Bachelor of Science in Mechanical Engineering, June 1966, Dean's List 4 terms.

Career Positions:

1989-present APPLIED MARKETING SCIENCE, INC., Waltham, MA
Co-founder, President, and Chairman. AMS is a marketing research and consulting organization with offices in Waltham, MA. AMS helps clients in a broad range of product and service industries identify and use the Voice of the Customer to develop new products and services and understand customer behavior. Developed the VOCALYST® system of market research and analysis to efficiently collect and structure customer wants and needs. Serves as an expert witness in cases related to trademark infringement, confusion, patent damages, class certification, trade secrets, sales forecasting, and other issues.

1985-1988 INFORMATION RESOURCES, INC., Waltham, MA
Executive Vice President. Founded and led the Custom Projects Group, a custom marketing science analysis and consulting organization emphasizing non-consumer packaged goods applications of management science models and measurement systems. Participated in the early development and popularization of Quality Function Deployment (QFD) in the United States and promoted its use through articles and speeches.

1970-1985 MANAGEMENT DECISION SYSTEMS, INC., Waltham, MA
Senior Vice President. Participated in the founding of this prestigious software and marketing science consulting firm. Held a variety of positions during its growth to a \$25M company including Chief Financial Officer, Head of Models Development Division, member of Executive and Compensation Committees, Head of various client service and consulting groups prior to its merger with Information Resources. Responsible for the development and commercialization of numerous marketing science models including ASSESSOR, BRANDAID II, CATALYST, Coupon Laboratory, and DEFENDER.

1968-1970 U.S. PUBLIC HEALTH SERVICE, National Institutes of Health, Division of Computer Research and Technology, Bethesda, MD, Commissioned Officer (rank equivalent to Army Capt.) Original member of a

Robert L. Klein

management science consulting group founded to apply these principles to the operations of the National Institutes of Health. Responsible for various projects in both the medical research area and the business and grants management area.

Publications:
(Past 10 years) “Expert Witnesses: When Are They Necessary and Does Daubert/Kumho Make a Difference?,” (with Leslie J. Lott and Jose Rojas) *IP Litigator*, March/April 2007

“quality function deployment (QFD),” (with John R. Hauser, Abbie Griffin, Gerald M. Katz and Steven P. Gaskin), *Wiley International Encyclopedia of Marketing*, John Wiley & Sons Ltd. 2010

“Voice of the Customer,” (with Steven P. Gaskin, Abbie Griffin, John R. Hauser and Gerald M. Katz), *Wiley International Encyclopedia of Marketing*, John Wiley & Sons Ltd. 2010

Expert Witness
(testimony in
past 4 years) Bauer Hockey Ltd v Sport Maska dba CCM Hockey
Court No. T-311-12, Federal Court of Canada
Secondary Meaning, Likelihood of Confusion (2019 Report, 2020 Testimony)

Illinois Tool Works Inc. v Poly-America L.P.
Case No. 3:18-CV-0443-C, ND of Texas, Dallas Division
Consumer Perception (2019 Report and Testimony)

Jaime Edmondson et al. v RCI Hospitality Holdings, Inc. et al.
Civil Action No. 16-cv-2242 (VEC), SD of New York
False Advertising (2019 Report and Deposition)

GREE, Inc. v Supercell Oy
Case No. 2:19-cv-00071, ED of Texas, Marshall Division
Patent Damages (2020 Report, Deposition and Testimony)

GREE, Inc. v Supercell Oy
Case No. 2:19-cv-00200, 237, 310, 311 ED of Texas, Marshall Division
Patent Damages (2020 Report and Deposition, 2021 Testimony)

GREE, Inc. v Supercell Oy
Case No. 2:19-cv-00413-JRG-RSP, ED of Texas, Marshall Division
Patent Damages (2021 Report, Deposition)

AirWair International Ltd. v Pull & Bear Espana SA et al.
Case 3:19-cv-07641, ND of California
Trademark Confusion (2021 Report, Deposition and Testimony)

C5Medical Werks, LLC v CeramTec GmbH
Cancellation No. 92058781, 92058796, TTAB
Functionality (2021 Report, Deposition and Testimony)

Robert L. Klein

Burnett, et al. v. CNO, et al.
Case No. 1:18-cv-00200-JPH-DML, SD of Indiana
Consumer Behavior (2021 Report, Deposition)

Monster Energy Company v BeastUp LLC
Case No. 2:17-at-00784, ED of California
Trademark Confusion (2018 Report, 2021 Testimony)

Nichino America, Inc. v Valent U.S.A., LLC
Case 1:20-cv-00704, Delaware
Trademark Confusion (2022 Report, 2022 Deposition)

Wenger S.A. v. Galaxy Brands LLC et al
Case 1:20-cv-01107, SD of New York
Trademark Confusion (2022 Report and Deposition, 2023 Deposition)

F21 OpCo, LLC v AirWair International Ltd.
Case 2:22-cv-01684, CD of CA, Western Division
Trademark Confusion (2022 Report and Deposition)

Ludmila Gulkarov et al. v Plum PBC
Case 4:21-cv-00913-YGR, ND of CA, Oakland Division
Materiality (2022 Report and 2023 Deposition)

Frank Brunckhorst III et al. v Eric Bischoff et al
No. 21-CV-4362 (JPC), SD of New York
Consumer Behavior (2023 Report and Deposition)

Professional: Member INFORMS, INTA, AAPOR
Past member of INTA Proof of Confusion Subcommittee and INTA
Oppositions and Cancellations Subcommittee

Appendix B: Documents Reviewed and Considered

First Amended Complaint (Case No. 22-cv-983) (S.D.N.Y. 2022).

Expert Report of Dr. Itamar Simonson (May 5, 2023).

Defendant's Answer to Plaintiff's First Amended Complaint (Case No. 22-cv-983) (S.D.N.Y. 2022).

Diamond, S. S. (2011). Reference Guide on Survey Research. In *Reference Manual on Scientific Evidence* (3rd ed.). Federal Judicial Center and The National Academies Press.

Federal Judicial Center (2004). *Manual for Complex Litigation* (4th ed.). Thomson Reuters.

<https://www.stockx.com>

<https://stockx.com/lp/nfts/>

NIKE0003802–NIKE0003804

Poret, H. (2010). A comparative empirical analysis of online versus mall and phone methodologies for trademark surveys. *The Trademark Reporter*, 100(3), 756-807.

Kugler, M. & Henn, C. (2022). Internet Surveys in Trademark Cases: Benefits, Challenges, Solutions. In *Trademark and Deceptive Advertising Surveys: Law, Science, and Design* (2nd ed.). ABA.

STX0127513–STX0127515

Appendix C: Survey Invitation

New Survey Available

5 Min

50 SB

Time to Complete

Award Value

XXXXX, you've been pre-qualified to participate in a survey. This survey is only available for a short time, so please respond ASAP!

Take Your Survey

Not all of our clients' surveys are designed for certain devices. Please take this survey on a smartphone, tablet, laptop, or desktop.

Can't open the link? You can copy the link below into your browser
[SURVEYURL]


For any concerns or questions regarding your survey please contact:
surveysupport@swagbucks.com.

To make sure our emails do not get sent to your Junk / SPAM inbox, please add surveys@swagbucks.com to your contacts list or address book.

Thank you in advance!

Appendix D: Screenshots and Questionnaire

Introduction and Screening

0%  100%

Thank you for your willingness to participate in this survey. The responses you give to these questions are very important to us. If you don't know an answer to any question or if you don't have an opinion, please indicate this by choosing the "Don't know/No opinion" response option. It is very important that you do not guess.


Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

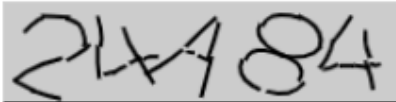
When you are ready to get started, please select the "NEXT" button.

NEXT

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QS0

0%  100%



Please enter the code exactly as it appears in the picture above, and then select "NEXT" to continue.

NEXT

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QS1

0%100%

What type of electronic device are you using to complete this survey?

(Select one only)

☐ Tablet computer

☐ Laptop computer

☐ Desktop computer

☐ Smartphone

☐ Other mobile or electronic device

NEXT

Copyright © 2023, Applied Marketing Science, Inc.

QS2

0%100%

Are you...?

(Select one only)

☐ Male

☐ Female

NEXT

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QS3

0%100%

Into which of the following categories does your age fall?

(Select one only)

☐ Under 18

☐ 18 - 34

☐ 35 - 49

☐ 50 - 64

☐ 65+

NEXT

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QS4

0%100%

In which state do you currently reside?

(Select one only)

NEXT

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QS5

0%100%

Which of the following, if any, have you personally purchased or considered purchasing in the **past 12 months**?


(Select all that apply)

- ☐ Ancient scrolls or texts
- ☐ Cryptocurrency (i.e., a digital currency designed to work as a medium of exchange through a computer network that is not reliant on any central authority, such as a government or bank, to uphold or maintain it)
- ☐ Collectible items (e.g., artwork, jewelry, luxury handbags, sneakers, trading cards, etc.)
- ☐ NFT ("non-fungible token," i.e., an ownable digital token that may be linked to a specific product (such as art, a watch, or sneakers))
- ☐ Stock (i.e., shares that represent ownership claims on businesses)
- ☐ None of the above

NEXT

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QS6

0%  100%

Which of the following, if any, are you likely to personally purchase or consider purchasing in the **next 12 months**?


(Select all that apply)

- ☐ Ancient scrolls or texts
- ☐ Cryptocurrency (i.e., a digital currency designed to work as a medium of exchange through a computer network that is not reliant on any central authority, such as a government or bank, to uphold or maintain it)
- ☐ Collectible items (e.g., artwork, jewelry, luxury handbags, sneakers, trading cards, etc.)
- ☐ NFT ("non-fungible token," i.e., an ownable digital token that may be linked to a specific product (such as art, a watch, or sneakers))
- ☐ Stock (i.e., shares that represent ownership claims on businesses)
- ☐ None of the above

NEXT

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QS7

0%  100%

You indicated that you personally purchased or considered purchasing an NFT in the **past 12 months**. Which of the following types of NFTs, if any, did you purchase or consider purchasing?


(Select all that apply)

- ☐ NFT corresponding to virtual real estate
- ☐ NFT corresponding to a physical trading card
- ☐ NFT corresponding to gaming tokens
- ☐ NFT corresponding to a physical hazmat suit of armor
- ☐ NFT corresponding to a physical toy or game
- ☐ NFT corresponding to a physical pair of sneakers or shoes
- ☐ NFT corresponding to digital artwork
- ☐ None of the above

NEXT

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QS8

0%  100%

You indicated that you are likely to personally purchase or consider purchasing an NFT in the **next 12 months**. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?


(Select all that apply)

- ☐ NFT corresponding to virtual real estate
- ☐ NFT corresponding to a physical trading card
- ☐ NFT corresponding to gaming tokens
- ☐ NFT corresponding to a physical hazmat suit of armor
- ☐ NFT corresponding to a physical toy or game
- ☐ NFT corresponding to a physical pair of sneakers or shoes
- ☐ NFT corresponding to digital artwork
- ☐ None of the above

NEXT

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QS9

0%  100%

You indicated that you personally purchased or considered purchasing a collectible item in the **past 12 months**. Which of the following, if any, did you purchase or consider purchasing?

(Select all that apply)

- ☐ Collectible vinyl records or record players
- ☐ Collectible coins or currency
- ☐ Collectible comic books or literature
- ☐ Collectible jewelry or handbags
- ☐ Collectible sneakers or shoes
- ☐ Collectible stamps or maps
- ☐ Collectible hazmat suit of armor
- ☐ None of the above

NEXT

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QS10

0%100%

You indicated that you are likely to personally purchase or consider purchasing a collectible item in the **next 12 months**. Which of the following, if any, are you likely to personally purchase or consider purchasing?

(Select all that apply)

- ☐ Collectible vinyl records or record players
- ☐ Collectible coins or currency
- ☐ Collectible comic books or literature
- ☐ Collectible jewelry or handbags
- ☐ Collectible sneakers or shoes
- ☐ Collectible stamps or maps
- ☐ Collectible hazmat suit of armor
- ☐ None of the above

NEXT

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QS11

0%100%

For quality control purposes, please select the "Other" option below and then type the word 'survey' into the space provided.

(Select one only)

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Other. Please specify:

NEXT

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QS12

0%100%

You have qualified to take this survey. Before continuing, please carefully read these instructions:

- This survey makes use of pictures. If you are currently using a device that does not have picture capabilities, please stop now and return to the survey, using the same link, from a compatible device.
- Please take the survey in one session without interruption.
- Please keep your browser maximized for the entire survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear eyeglasses or contact lenses when viewing an electronic screen, please wear them for the survey.

(Select one only)

☐ I understand and agree to the above instructions

☐ I do not understand or do not agree to the above instructions

NEXT

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Main Questionnaire

INTRO1

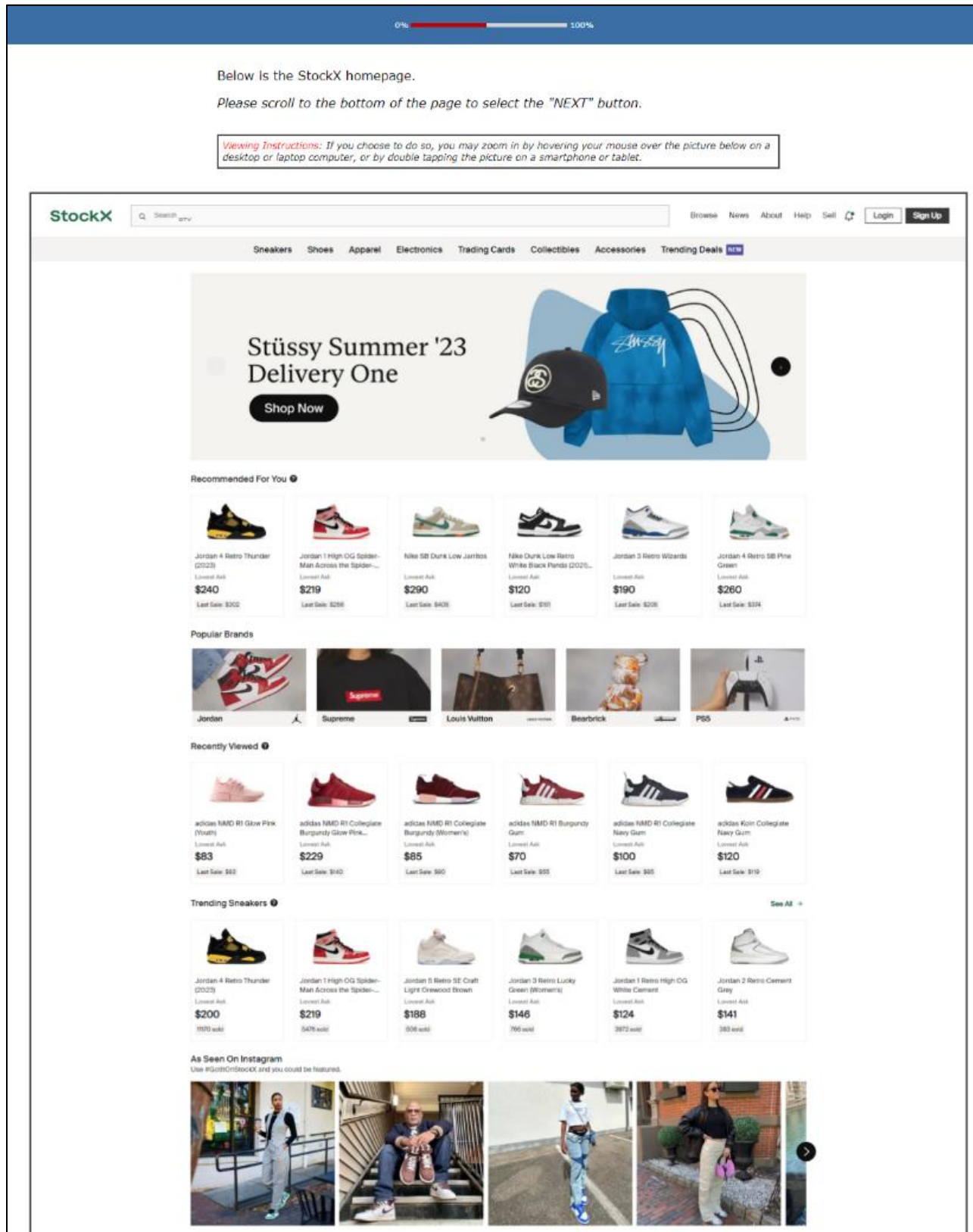
0%100%

In the next section of the survey, you are going to see pictures you might see while shopping for collectible sneakers on the StockX digital marketplace.

NEXT

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INTRO2



Trending Deals

See All

Jordan 3 Retro White Cement Reimagined

Lowest Ask: \$154

Avg Sale: \$448

MSCHF Big Red Boot

Lowest Ask: \$260

Avg Sale: \$447

adidas Samba OG Cloud White Core Black

Lowest Ask: \$92

Avg Sale: \$449

Fear of God Essentials Sweatpant Coral

Lowest Ask: \$58

Avg Sale: \$44

Mac Miller The Divine Feminine Limited 2XL Hoodie

Lowest Ask: \$55

Avg Sale: \$44

Fear of God Essentials Hoodie (PW22) Light Green

Lowest Ask: \$81

Avg Sale: \$448

Under Armour: Brand Spotlight

Read Now

Designer Sunglasses

Shop Now

Popular Footwear Brands

New Balance

Nike

UGG

adidas

Jordan

Featured Apparel

See All

KITH x STAR WARS Emperor Vintage Tee...

Lowest Ask: \$84

17 sold

Mugler H&M Corset Waist Hooded Jacket Black

Lowest Ask: \$205

21 sold

Spider Web Hoodie Purple

Lowest Ask: \$163

208 sold

Nike SB x Jansons Padded Jacket Khaki

Lowest Ask: \$246

71 sold

Supreme Crogl Basketball Jersey...

Lowest Ask: \$215

52 sold

Mugler H&M Spiral-Panel Jeans Light Denim...

Lowest Ask: \$286

28 sold

Featured Accessories

See All

Swatch x Omega Bio ceramic Moonwatch...

Lowest Ask: \$437

Last Sale: \$418

Supreme x Orling 600 3-in-1 Silver

Lowest Ask: \$81

Last Sale: \$77

Off White Virgil Square Frame Sunglasses Black...

Lowest Ask: \$237

Last Sale: \$224

Mugler H&M Star-Shaped Earrings Silver-colored

Lowest Ask: \$105

Last Sale: \$101

Marc Jacobs The Tote Bag Mini Black

Lowest Ask: \$201

Last Sale: \$200

Telfar Round Telfar Circle Bag Azules

Lowest Ask: \$700

Last Sale: ---

Women's Air Jordan 3 Lucky Green

Buy & Sell Now

Electronics Spotlight

See All

Apple AirPods Pro (2nd Gen) (2022) M0063MAB...

Lowest Ask: \$215

322 sold

Nintendo Switch Legend of Zelda Tears of the Kingdom

Lowest Ask: \$150

325 sold

Nintendo Pro Controller Legend of Zelda Tears of the Kingdom

Lowest Ask: \$95

378 sold

Flipper Zero Portable Multifunctional White

Lowest Ask: \$169

357 sold

Meta Quest Pro (256GB) VR Headset (US Plug) \$99...

Lowest Ask: \$800

173 sold

Apple AirPods Max Headphones Space Gray

Lowest Ask: \$440

831 sold

Seasonal Favorites

T-Shirts

Hoodies

Women's Shoes

Bags

Gaming

D - 11

Mattel Monster High Skullerz Chucky and Friends

Lowest Ask

\$106

255 sold

Hot Wheels x Tesla Cybertruck 1:10 Scale RC Car

Lowest Ask

\$95

625 sold

Squidbushmallow Pokemon Smokey and Topgolf 12

Lowest Ask

\$84

102 sold

Microsoft Xbox Series X Mini Ridge (15 Plug) 1.5

Lowest Ask

\$90

1765 sold

LEGO Star Wars AT-TE Walker Set 75337

Lowest Ask

\$124

358 sold

LEGO Icons The Lord of the Rings Rivendell Set

Lowest Ask

\$418

65 sold

See All →

2022-23 Panini Prime Monopoly Basketball

Lowest Ask

\$145

55 sold

Pokemon TCG 25th Anniversary Celebration

Lowest Ask

\$348

1083 sold

Yo-Qi-Qi OOG Duo! Monkeys 22m

Lowest Ask

\$303

253 sold

Bonda One Piece Card Game Pokemon War

Lowest Ask

\$132

158 sold

2022-23 Panini Prime Monopoly Basketball

Lowest Ask

\$43

25 sold

Pokemon TCG Scarlet & Violet Expansion Pack

Lowest Ask

\$236

28 sold

See All →

Certified Refurbished Electronics Are Here

Save Big

Shop Now

Jordan x Travis Scott

Motorcycle-Inspired Leather Pants, Bodysuits & More

Shop Now

Pokemon

Volkswagen

LEGO

Apple

Gucci

Off-White

Beats Solo3 wireless headphone

Lowest Ask

\$126

1069 sold

Beats Solo3 wireless headphone

Lowest Ask

\$60

79 sold

Beats Solo3 wireless headphone

Lowest Ask

\$136

2120 sold

Beats Solo3 wireless headphone

Lowest Ask

\$137

500 sold

Beats Solo3 wireless headphone

Lowest Ask

\$94

255 sold

Beats Solo3 wireless headphone

Lowest Ask

\$107

528 sold

See All →

May | 18

Nike Air VaporSpeed 2023 Flyknit Carmel Pearl Pink (Women's)

ASK: \$220

Ask Bid

May | 18

Nike Court Midnight Navy

ASK: \$99

Ask Bid

May | 18

MICHIF Goodtemper Grapag Goose Edition

ASK: \$279

Ask Bid

May | 18

Nike Air VaporMax 2023 Flyknit Baltic Blue Crown (Men's)

ASK: \$231

Ask Bid

May | 18

Nike Air VaporMax 2023 Flyknit Pink Van Sa Sea (Women's)

ASK: \$612

Ask Bid

May | 18

Nike Dunk Mid Panda

ASK: \$114

Ask Bid

See All →

Under Armour Brand Spotlight

EthanJ Mare • 05/02/2023

5 Trending Handbags for Summer

Chloe Parr • 05/16/2023

The Best JJJound Collabs on StockX

EthanJ Mare • 05/08/2023

Must-Have LEGO Star Wars Sets

Nick Matzke • 05/04/2023

ASICS Brand Spotlight

EthanJ Mare • 05/02/2023

The New Vintage Pre-Aged Sneakers For You

Chloe Parr • 04/29/2023

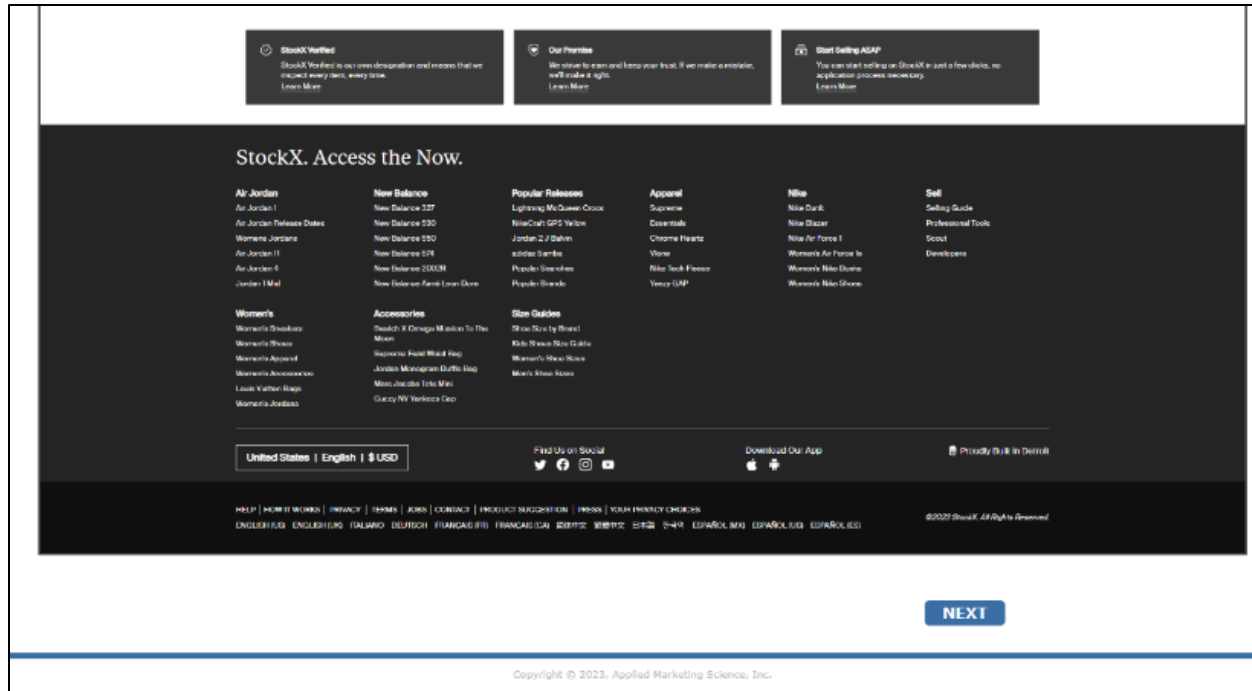
How To Be Mom's Favorite

Jamie Deane • 04/26/2023

Parisian Creative Aude-Julie is Built Different

Jamie Deane • 04/20/2023

D - 12



Q00

0% 100%

Please indicate whether you were able to view the picture clearly.

(Select one only)

☐ I was able to view the picture clearly

☐ I was not able to view the picture clearly

NEXT

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INTRO3

0%100%

Some collectible sneakers on the StockX digital marketplace are available through Vault NFTs. A Vault NFT represents and tracks proof of ownership of an actual pair of sneakers stored in a vault. A Vault NFT can be sold or redeemed for the physical sneakers at any time.

On the next page, you will see a picture you might see while shopping for collectible sneakers. Please look at the picture just as you would if you were considering whether or not to purchase one or more of the items shown.

Afterwards, you will be asked some questions about what you have seen. If you do not have an answer for a particular question, please indicate this in your response. It is very important that you do not try to guess.

Please select "NEXT" when you are ready to continue.

NEXT

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INTRO4 - Test Image

0% 100%

Please scroll down to look at the picture below. Afterward you will be asked some questions about what you have seen.

Viewing Instructions: If you choose to do so, you may zoom by hovering your mouse over the picture below on a desktop or laptop computer, by pressing and holding the picture on a tablet, or by double-tapping the picture on a smartphone. You may also view the back of the picture by selecting the thumbnail image.

StockX

Search Nike Air VaporMax 2021

[Browse](#) [News](#) [About](#) [Help](#) [Sell](#) [🔔](#)


Login



Sign Up

StockX Vault NFT Nike Dunk Low Retro White Black - US M 10

A StockX token representing ownership of a physical pair.

🟡 NFT
StockX Verified
Edition of 100



Place Bid

Buy for \$200

Sell for \$70 or Ask for More →

Last Sale:

\$175


▲ \$24 (16%)

View Asks

View Bids

View Sales

Related Products




StockX Vault NFT Air Jordan 4 Retro White...

Lowest Ask

\$420

Last Sale: \$345




StockX Vault NFT Nike Dunk Low Off-White Lot...

Lowest Ask

\$7,900

Last Sale: \$7,500




StockX Vault NFT KAWS Sacai Nike Blazer Low...

Lowest Ask

\$149

Last Sale: \$149




StockX Vault NFT Jordan 1 Retro High OG Patent...

Lowest Ask

\$229

Last Sale: \$205



StockX Vault NFT Women's Nike Air...

Lowest Ask

\$2,900

Last Sale: \$2,000

Product Details

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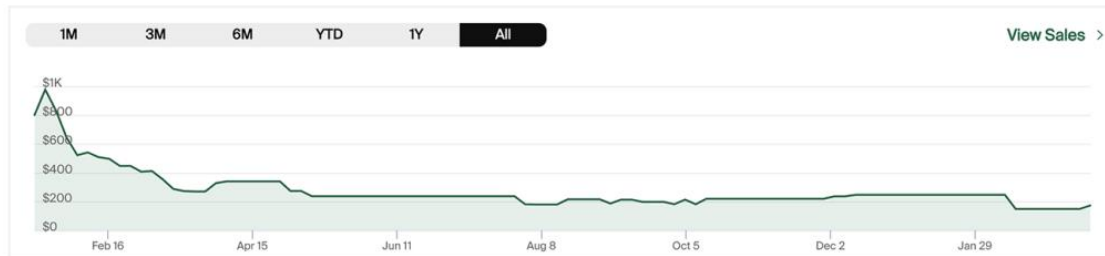
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12-Month Historical

\$151 - \$259

12-Month Trade Range

\$205 - \$250

All-Time Trade Range

--

Volatility

20

Number of Sales

--

Price Premium

\$201

Average Sale Price

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Air Jordan

Air Jordan 1
Air Jordan Release Dates
Womens Jordans
Air Jordan 11
Air Jordan 4
Jordan 1 Mid

New Balance

New Balance 327
New Balance 530
New Balance 550
New Balance 574
New Balance 2002R
New Balance Aimé Leon Dore

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Lightning McQueen Crocs
NikeCraft GPS Yellow
Jordan 2 J Balvin
adidas Samba
Popular Searches
Popular Brands

Apparel

Supreme
Essentials
Chrome Hearts
Vlone
Nike Tech Fleece
Yeezy GAP

Nike

Nike Dunk
Nike Blazer
Nike Air Force 1
Women's Air Force 1s
Women's Nike Dunks
Women's Nike Shoes

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● NFT

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Edition of 100

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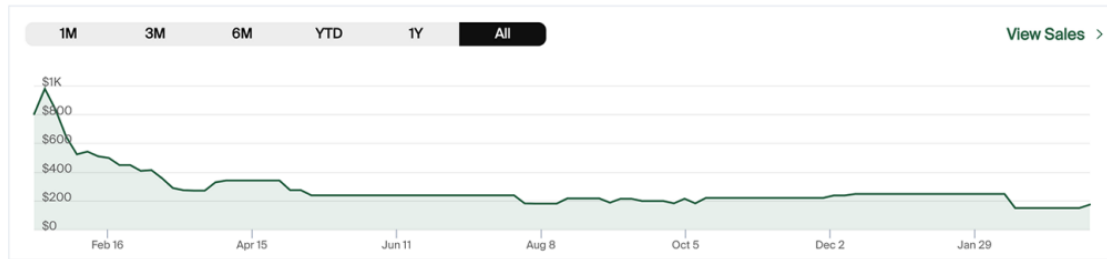
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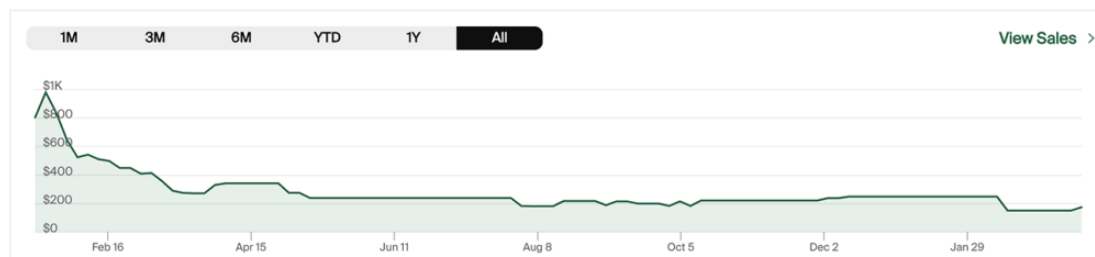
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20 Number of Sales	-- Price Premium	\$201 Average Sale Price

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Air Jordan	New Balance	Popular Releases	Apparel	Nike	Sell
Air Jordan 1	New Balance 327	Lightning McQueen Crocs	Supreme	Nike Dunk	Selling Guide
Air Jordan Release Dates	New Balance 530	NikeCraft GPS Yellow	Essentials	Nike Blazer	Professional Tools
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D - 23

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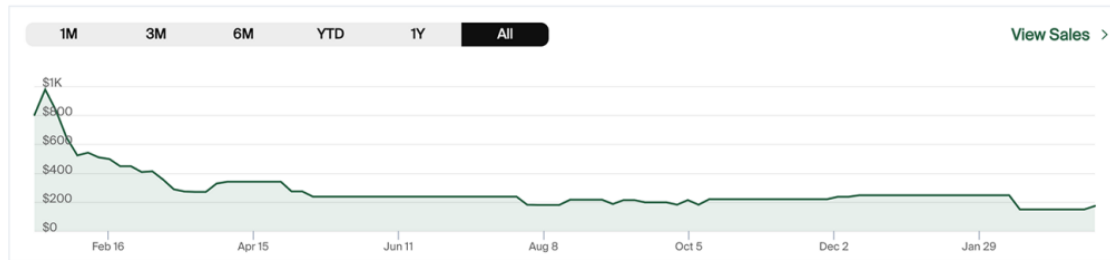
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Number of Sales

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Price Premium





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Average Sale Price


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Air Jordan Air Jordan 1 Air Jordan Release Dates Womens Jordans Air Jordan 11 Air Jordan 4 Jordan 1 Mid	New Balance New Balance 327 New Balance 530 New Balance 550 New Balance 574 New Balance 2002R New Balance Aimé Leon Dore	Popular Releases Lightning McQueen Crocs NikeCraft GPS Yellow Jordan 2 J Balvin adidas Samba Popular Searches Popular Brands	Apparel Supreme Essentials Chrome Hearts Vione Nike Tech Fleece Yeezy GAP	Nike Nike Dunk Nike Blazer Nike Air Force 1 Women's Air Force 1s Women's Nike Dunks Women's Nike Shoes	Sell Selling Guide Professional Tools Scout Developers
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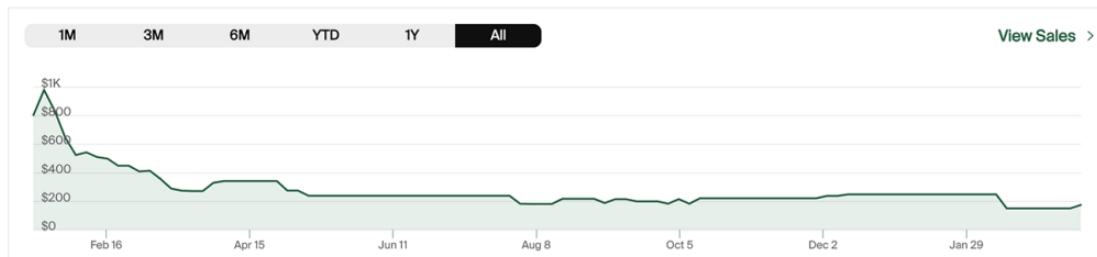
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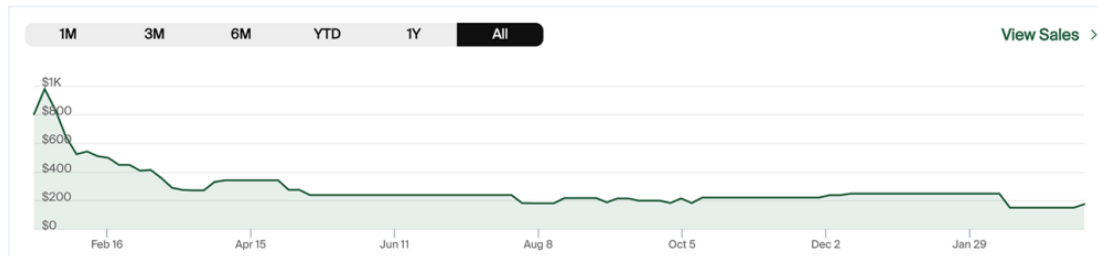
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Price History



12-Month Historical

\$151 - \$259 12-Month Trade Range	\$205 - \$250 All-Time Trade Range	-- Volatility
20 Number of Sales	-- Price Premium	\$201 Average Sale Price

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Air Jordan	New Balance	Popular Releases	Apparel	Nike	Sell
Air Jordan 1	New Balance 327	Lightning McQueen Crocs	Supreme	Nike Dunk	Selling Guide
Air Jordan Release Dates	New Balance 530	NikeCraft GPS Yellow	Essentials	Nike Blazer	Professional Tools
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Air Jordan 4	New Balance 2002R	Popular Searches	Nike Tech Fleece	Women's Nike Dunks	
Jordan 1 Mid	New Balance Aimé Leon Dore	Popular Brands	Yeezy GAP	Women's Nike Shoes	
Women's	Accessories	Size Guides			
Women's Sneakers	Swatch X Omega Mission To The Moon	Shoe Size by Brand			
Women's Shoes	Supreme Field Waist Bag	Kids Shoes Size Guide			
Women's Apparel	Jordan Monogram Duffie Bag	Women's Shoe Sizes			
Women's Accessories	Marc Jacobs Tote Mini	Men's Shoe Sizes			
Louis Vuitton Bags	Guccy NY Yankees Cap				
Women's Jordans					

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ESPAÑOL (ES)

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What company do you believe created the sneaker referenced above, or do you not know?

(Please enter the company name below)

☐ Don't know/No opinion

NEXT

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Q5

0% 100%

Please scroll to the bottom of the page to view the question

Viewing Instructions: If you choose to do so, you may zoom by hovering your mouse over the picture below on a desktop or laptop computer, by pressing and holding the picture on a tablet, or by double-tapping the picture on a smartphone. You may also view the back of the picture by selecting the thumbnail image.

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StockX Vault NFT Nike Dunk Low Retro White Black - US M 10

A StockX token representing ownership of a physical pair.

● NFT
 StockX Verified
Edition of 100

Place Bid

Buy for \$200

Sell for \$70 or Ask for More →

Last Sale:

\$175

▲ \$24 (16%)

View Asks

View Bids

View Sales

Related Products

StockX Vault NFT Air
Jordan 4 Retro White...

Lowest Ask

\$420

Last Sale: \$345

StockX Vault NFT Nike
Dunk Low Off-White Lot...

Lowest Ask

\$7,900

Last Sale: \$7,500

StockX Vault NFT KAWS
Sacai Nike Blazer Low...

Lowest Ask

\$149

Last Sale: \$149

StockX Vault NFT Jordan 1
Retro High OG Patent...

Lowest Ask

\$229

Last Sale: \$205

StockX Vault NFT
Women's Nike Air...

Lowest Ask

\$2,900

Last Sale: \$2,000

D - 32

Product Details

Product Description

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

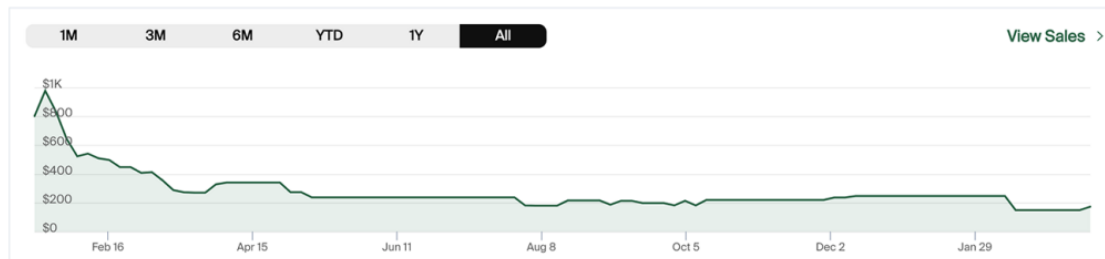
One of the most popular Nike Dunks of 2021 is now a part of StockX's Vault NFT experience. The Nike Dunk Low Retro White Black is constructed of white leather with black leather overlays and Swooshes. Classic Nike branding is featured on the nylon tongue, nodding to traditional Dunk design elements. A white midsole and black outsole completes the design. The Nike Dunk Low Retro White Black released in January of 2021 and retailed for \$100.

The Fine Print:

- The Vault NFT is not affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike name(s), use and trademark(s) used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit www.nike.com.
- If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found [here](#).
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All-Time Trade Range

--

Volatility

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Number of Sales

--

Price Premium

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What makes you say that [INSERT OPEN-END RESPONSE AT Q4] created the sneaker referenced above?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/No opinion

NEXT


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Q6


0% 100%

Please scroll to the bottom of the page to view the question

Viewing Instructions: If you choose to do so, you may zoom by hovering your mouse over the picture below on a desktop or laptop computer, by pressing and holding the picture on a tablet, or by double-tapping the picture on a smartphone. You may also view the back of the picture by selecting the thumbnail image.



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Lowest Ask

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Last Sale: \$205



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Lowest Ask

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D - 35

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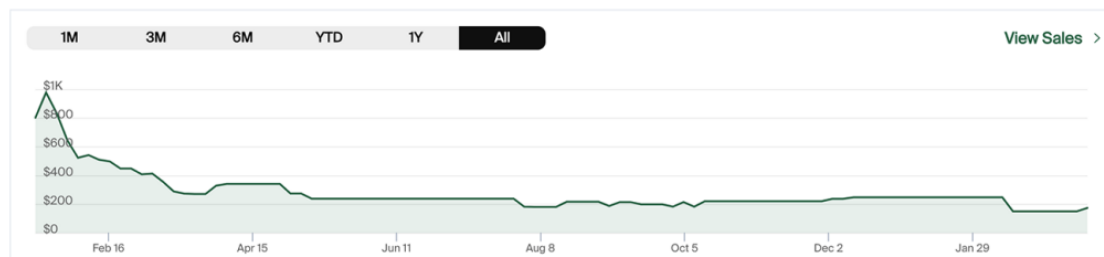
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Any other reasons?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Nothing else

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Q7

0%100%

Do you or does any member of your household work for any of the following types of companies?

(Select all that apply)

☐ A law firm

☐ An online seller or marketplace offering collectibles or NFTs

☐ A market research or advertising company

☐ None of the above

NEXT

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NFT Survey

LEGEND:**[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]***Notes to respondent in italics***[NO SURVEY TITLE WILL BE DISPLAYED TO RESPONDENTS]****[EACH QUESTION WILL BE DISPLAYED ON ITS OWN PAGE, UNLESS OTHERWISE SPECIFIED]****Introduction & Screening****[INTRODUCTION]**

Thank you for your willingness to participate in this survey. The responses you give to these questions are very important to us. If you don't know an answer to any question or if you don't have an opinion, please indicate this by choosing the "Don't know/No opinion" response option. It is very important that you do not guess.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please select the "NEXT" button.

[NEXT PAGE]

QS0. Please enter the code exactly as it appears in the picture above, and then select "NEXT" to continue.

[INSERT CAPTCHA]**[NEXT PAGE]**

QS1. What type of electronic device are you using to complete this survey? *(Select one only)*

[RANDOMIZE]

- ☐ Desktop computer **[CONTINUE]**
- ☐ Laptop computer **[CONTINUE]**
- ☐ Tablet computer **[CONTINUE]**
- ☐ Smartphone **[CONTINUE]**
- ☐ Other mobile or electronic device **[ANCHOR; ON HOLD]**

[DISPLAY TO ON-HOLD RESPONDENTS: "This survey is not formatted for viewing on this device. Please return to the survey, using the same link, from a desktop, laptop, tablet, or smartphone."**]**

[NEXT PAGE]

QS2. Are you...? *(Select one only)*

- ☐ Male
- ☐ Female

[NEXT PAGE]

QS3. Into which of the following categories does your age fall? *(Select one only)*

- ☐ Under 18 **[TERMINATE]**
- ☐ 18 - 34
- ☐ 35 - 49
- ☐ 50 - 64
- ☐ 65+

[TERMINATE IF UNDER 18]

[NEXT PAGE]

QS4. In which state do you currently reside? (*Select one only*) [DROP DOWN LIST OF 50 STATES + DC. TERMINATE IF “MY AREA IS NOT LISTED HERE” SELECTED.]

[NEXT PAGE]

[TERMINATE IF AGE OR GENDER DOES NOT MATCH THE VALUE PASSED BY PANEL PROVIDER]

[NEXT PAGE]

QS5. Which of the following, if any, have you personally purchased or considered purchasing in the past 12 months? (*Select all that apply*) [RANDOMIZE; ANCHOR NONE OF THE ABOVE]

- ☐ NFT (“non-fungible token,” i.e., an ownable digital token that may be linked to a specific product (such as art, a watch, or sneakers))
- ☐ Stock (i.e., shares that represent ownership claims on businesses)
- ☐ Cryptocurrency (i.e., a digital currency designed to work as a medium of exchange through a computer network that is not reliant on any central authority, such as a government or bank, to uphold or maintain it)
- ☐ Collectible items (e.g., artwork, jewelry, luxury handbags, sneakers, trading cards, etc.)
- ☐ Ancient scrolls or texts [TERMINATE]
- ☐ None of the above [ANCHOR; EXCLUSIVE]

[TERMINATE IF “ANCIENT SCROLLS OR TEXTS” SELECTED]

[NEXT PAGE]

QS6. Which of the following, if any, are you likely to personally purchase or consider purchasing in the next 12 months? (*Select all that apply*) [SHOW IN SAME ORDER AS QS5; ANCHOR NONE OF THE ABOVE]

- ☐ NFT (“non-fungible token,” i.e., an ownable digital token that may be linked to a specific product (such as art, a watch, or sneakers))
- ☐ Stock (i.e., shares that represent ownership claims on businesses)
- ☐ Cryptocurrency (i.e., a digital currency designed to work as a medium of exchange through a computer network that is not reliant on any central authority, such as a government or bank, to uphold or maintain it)
- ☐ Collectible items (e.g., artwork, jewelry, luxury handbags, sneakers, trading cards, etc.)
- ☐ Ancient scrolls or texts [TERMINATE]
- ☐ None of the above [ANCHOR; EXCLUSIVE]

[TERMINATE IF “ANCIENT SCROLLS OR TEXTS” SELECTED]

[MUST SELECT “NFT” AT EITHER QS5 OR QS6, OTHERWISE TERM.]

[NEXT PAGE]

[IF SELECTED “NFT” AT QS5, SHOW QS7:]

QS7. You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing? (*Select all that apply*) **[RANDOMIZE; ANCHOR NONE OF THE ABOVE]**

- ☐ NFT corresponding to a physical pair of sneakers or shoes
- ☐ NFT corresponding to a physical trading card
- ☐ NFT corresponding to a physical toy or game
- ☐ NFT corresponding to virtual real estate
- ☐ NFT corresponding to gaming tokens
- ☐ NFT corresponding to digital artwork
- ☐ NFT corresponding to a physical hazmat suit of armor **[TERMINATE]**
- ☐ None of the above **[ANCHOR; EXCLUSIVE]**

[TERMINATE IF “NFT CORRESPONDING TO A PHYSICAL HAZMAT SUIT OF ARMOR” SELECTED.]

[NEXT PAGE]

[IF SELECTED “NFT” AT QS6, SHOW QS8:]

QS8. You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing? (*Select all that apply*) **[SHOW IN SAME ORDER AS QS7; ANCHOR NONE OF THE ABOVE]**

- ☐ NFT corresponding to a physical pair of sneakers or shoes
- ☐ NFT corresponding to a physical trading card
- ☐ NFT corresponding to a physical toy or game
- ☐ NFT corresponding to virtual real estate
- ☐ NFT corresponding to gaming tokens
- ☐ NFT corresponding to digital artwork
- ☐ NFT corresponding to a physical hazmat suit of armor **[TERMINATE]**
- ☐ None of the above **[ANCHOR; EXCLUSIVE]**

[TERMINATE IF “NFT CORRESPONDING TO A PHYSICAL HAZMAT SUIT OF ARMOR” SELECTED.]

[IF “NFT CORRESPONDING TO A PHYSICAL PAIR OF SNEAKERS OR SHOES” IS NOT SELECTED AT EITHER QS7 OR QS8 AND “COLLECTIBLE ITEMS” IS NOT SELECTED AT QS5 OR QS6, TERM. IF “NFT CORRESPONDING TO A PHYSICAL PAIR OF SNEAKERS OR SHOES” IS NOT SELECTED AT EITHER QS7 OR QS8 BUT “COLLECTIBLE ITEMS” IS SELECTED AT QS5 OR QS6, CONTINUE.]

[NEXT PAGE]

[IF SELECTED “COLLECTIBLE ITEMS” AT QS5, SHOW QS9:]

QS9. You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing? (*Select all that apply*) **[RANDOMIZE; ANCHOR NONE OF THE ABOVE]**

- ☐ Collectible sneakers or shoes
- ☐ Collectible coins or currency
- ☐ Collectible vinyl records or record players
- ☐ Collectible jewelry or handbags
- ☐ Collectible comic books or literature
- ☐ Collectible stamps or maps
- ☐ Collectible hazmat suit of armor **[TERMINATE]**
- ☐ None of the above **[ANCHOR; EXCLUSIVE]**

[TERMINATE IF “COLLECTIBLE HAZMAT SUIT OF ARMOR” SELECTED.]

[NEXT PAGE]

[IF SELECTED “COLLECTIBLE ITEMS” AT QS6, SHOW QS10:]

QS10. You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing? (*Select all that apply*) [SHOW IN SAME ORDER AS QS9; ANCHOR NONE OF THE ABOVE]

- ☐ Collectible sneakers or shoes
- ☐ Collectible coins or currency
- ☐ Collectible vinyl records or record players
- ☐ Collectible jewelry or handbags
- ☐ Collectible comic books or literature
- ☐ Collectible stamps or maps
- ☐ Collectible hazmat suit of armor [TERMINATE]
- ☐ None of the above [ANCHOR; EXCLUSIVE]

[TERMINATE IF “COLLECTIBLE HAZMAT SUIT OF ARMOR” SELECTED]

[IF SELECT “COLLECTIBLE SNEAKERS OR SHOES” AT QS9 OR QS10 CONTINUE; IF DO NOT SELECT “COLLECTIBLE SNEAKERS OR SHOES” AT QS9 OR QS10 BUT DID SELECT “NFT CORRESPONDING TO A PHYSICAL PAIR OF SNEAKERS OR SHOES” AT QS7 OR QS8, CONTINUE; OTHERWISE TERM.]

[NEXT PAGE]

QS11. For quality control purposes, please select the “Other” option below and then type the word [‘quality’] [‘check’] [‘survey’] [‘question’] into the space provided. (*Select one only*)

[RANDOMIZE THE FOUR QUESTION VERSIONS]

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Other. Please specify: [TEXT BOX, DO NOT FORCE RESPONSE IF SELECTED]

[TERMINATE RESPONDENT UNLESS CORRECT WORD FROM QUESTION IS TYPED IN “OTHER” BOX]

[NEXT PAGE]

QS12. You have qualified to take this survey. Before continuing, please carefully read these instructions:

- This survey makes use of pictures. If you are currently using a device that does not have picture capabilities, please stop now and return to the survey, using the same link, from a compatible device.
- Please take the survey in one session without interruption.
- Please keep your browser maximized for the entire survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear eyeglasses or contact lenses when viewing an electronic screen, please wear them for the survey.

(Select one only)

- ☐ I understand and agree to the above instructions
- ☐ I do not understand or do not agree to the above instructions **[TERMINATE]**

[NEXT PAGE]

Main Questionnaire

[INTRO1]

In the next section of the survey, you are going to see pictures you might see while shopping for collectible sneakers on the StockX digital marketplace.

[NEXT PAGE]

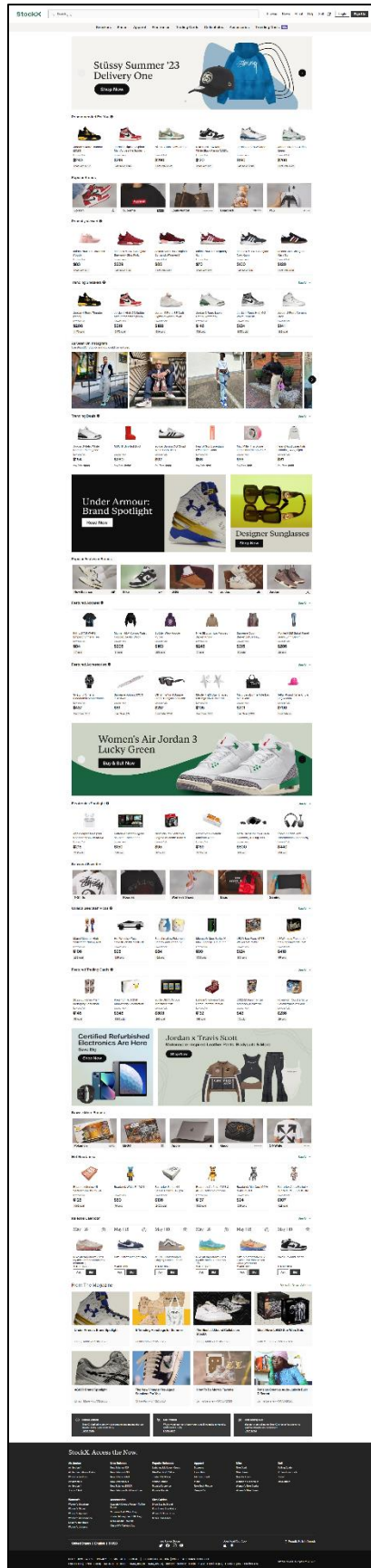
[INTRO2]

Below is the StockX homepage.

[INSERT HOME PAGE]

[INSTRUCTIONS ABOVE IMAGE: *Please scroll to the bottom of the page to select the “NEXT” button.***]**

Viewing Instructions: If you choose to do so, you may zoom in by hovering your mouse over the picture below on a desktop or laptop computer, or by double tapping the picture on a smartphone or tablet.



[NEXT BUTTON APPEARS AFTER 10 SECONDS; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON “*The “NEXT” button will appear in just a moment.*”]

[NEXT PAGE]

Q00. Please indicate whether you were able to view the picture clearly. (*Select one only*)

- ☐ I was able to view the picture clearly
- ☐ I was not able to view the picture clearly [TERMINATE]

[NEXT PAGE]

[INTRO3]

Some collectible sneakers on the StockX digital marketplace are available through Vault NFTs. A Vault NFT represents and tracks proof of ownership of an actual pair of sneakers stored in a vault. A Vault NFT can be sold or redeemed for the physical sneakers at any time.

On the next page, you will see a picture you might see while shopping for collectible sneakers. Please look at the picture just as you would if you were considering whether or not to purchase one or more of the items shown.

Afterwards, you will be asked some questions about what you have seen. If you do not have an answer for a particular question, please indicate this in your response. It is very important that you do not try to guess.

Please select “NEXT” when you are ready to continue.

[NEXT BUTTON APPEARS AFTER 10 SECONDS; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON “*The “NEXT” button will appear in just a moment.*”]

[NEXT PAGE]

[ASSIGN TO EITHER TEST OR CONTROL]

[INTRO4]

Please scroll down to look at the picture below. Afterward you will be asked some questions about what you have seen.

Viewing Instructions: *If you choose to do so, you may zoom by hovering your mouse over the picture below on a desktop or laptop computer, by pressing and holding the picture on a tablet, or by double-tapping the picture on a smartphone. You may also view the back of the picture by selecting the thumbnail image.*

[DISPLAY PICTURE]

[TEST PICTURE - FRONT]

StockX

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1M 3M 6M YTD TY All

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\$205 - \$250

All-Time Trade Range

--

Volatility

20

Number of Sales

--

Price Premium

\$201

Average Sale Price

StockX. Access the Now.

Air Jordan

Air Jordan 1

Air Jordan Release Dates

Women's Jordans

Air Jordan II

Air Jordan 4

Jordan 1 Mid

Women's

Women's Sneakers

Women's Shoes

Women's Apparel

Women's Accessories

Look: Vapor Max

Women's Jordans

New Balance

New Balance 327

New Balance 530

New Balance 550

New Balance 576

New Balance 5002R

New Balance Alpha Leap Dots

Accessories

Beats 3 Orange Motion To The Moon

Supreme Field Ward Bag

Jordan 6 Retro Open Duffle Bag

Mari Jacobs Tote Mini

Gucci NY Wireless Cap

Popular Releases

Lightning McQueen Crocs

Nike x Off White Yellow

Jordan 2 J Balvin

adidas Samba

Pocket Sneakers

Pop Art Sneakers

Size Guides

StockX by Brand

Kids Shoes Size Guide

Women's Shoe Sizes

Men's Shoe Sizes

Apparel

Supreme

Essentials

Chrome Hearts

Wine

Nike Tech Fleece

Wesley G&P

Nike

Nike Dunk

Nike Blazer

Nike Air Force 1

Women's Air Force 1

Women's Nike Dunk

Women's Nike Shoes

Sell

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Scout

Developers

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[CONTROL PICTURE - FRONT]

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StockX Vault NFT Nike Dunk Low Retro White Black - US M 10

A StockX token representing ownership of a physical pair.

NFT

StockX Verified

Editor of 100

Place Bid

Buy for \$200

Sell for \$70 or Ask for More →

Last Sale:

\$175

▲ \$24 (16%)

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Lowest Ask

\$420

Last Sale \$345

StockX Vault NFT Nike Dunk Low Off-White Lot...

Lowest Ask

\$7900

Last Sale \$7500

StockX Vault NFT KAWS Social Nike Blazer Lot...

Lowest Ask

\$149

Last Sale \$149

StockX Vault NFT Jordan 1 Retro High-Off Patent...

Lowest Ask

\$229

Last Sale \$205

StockX Vault NFT Women's New Air...

Lowest Ask

\$2,900

Last Sale \$2,000

Product Details

Product Description

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

One of the most popular Nike Dunks of 2021 is now a part of StockX's Vault NFT experience. The Nike Dunk Low Retro White Black is constructed of white leather with black leather overlays and Swooshes. Classic Nike branding is featured on the nylon tongue, nodding to traditional Dunk design elements. A white midsole and black outsole completes the design. The Nike Dunk Low Retro White Black released in January of 2021 and retailed for \$100.

The Fine Print:

- The Vault NFT is not affiliated or associated with, sponsored by or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike names, use and trademarks used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit www.nike.com.
- If the physical item associated with this Vault NFT is recovered by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found [here](#).
- Minted on Ethereum blockchain.

Read Less

Price History

1M

3M

6M

YTD

1Y

All

View Sales

12-Month Historical

\$151 - \$259

12-Month Trade Range

\$205 - \$250

All-Time Trade Range

--

Volatility

20

Number of Sales

--

Price Premium

\$201

Average Sale Price

StockX. Access the Now.

Air Jordan

Air Jordan 1

Air Jordan Release Dates

Women's Jordans

Air Jordan II

Air Jordan 4

Jordan 1 Mid

New Balance

New Balance 327

New Balance 530

New Balance 550

New Balance 574

New Balance 2002R

New Balance Army Lotr Dots

Popular Releases

Lightning McQueen Chase

Nike's 1st 1975 Yellow

Jordan 2 J. Batin

addis Service

Popular Sneakers

Popular Sneakers

Apparel

Sneakers

Essentials

Chrome Hearts

Vince

New Tech Tee

Heavy GAP

Nike

Nike Dunk

Nike Blazer

Nike Air Force 1

Women's Air Force 1

Women's New Dunk

Women's Nike Shoes

Sell

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Scout

Developers

Women's

Women's Sneakers

Women's Shoes

Women's Apparel

Women's Accessories

Look Valtun Bags

Women's Jordans

Accessories

Shoe 3 Omega Mission To The Moon

Supreme Field Waist Bag

Jordan Monogram Duffel Bag

Mini Jordan 5 Sneaker

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[TEST/CONTROL PICTURE - BACK]



[DELAY NEXT BUTTON 15 SECONDS. WHILE THE NEXT BUTTON IS DISABLED HAVE THE FOLLOWING MESSAGE APPEAR ON THE SCREEN “The “NEXT” button will appear in just a moment.”]

[ALLOW ZOOM FUNCTION]

[NEXT PAGE]

Q0. Please indicate whether you were able to view the picture clearly. (*Select one only*)

- ☐ I was able to view the picture clearly
- ☐ I was not able to view the picture clearly [TERMINATE]

[NEXT PAGE]

[SHOW VIEWING INSTRUCTIONS AND STIMULI ABOVE Q1-Q6]

[Q1-Q3 IS ONE SET OF QUESTIONS; Q4-Q6 IS THE SECOND SET OF QUESTIONS; ROTATE ORDER OF SET THAT IS SHOWN FIRST – EITHER Q1-Q3 OR Q4-Q6]

[FIRST SET]

Q1. What company do you believe created the NFT referenced above, or do you not know? *(Please enter the company name below.)*

[TEXT BOX FOR ANSWER]

☐ Don't know/No opinion **[SKIP TO NEXT SET OF QUESTIONS OR Q7]**

[NEXT PAGE]

Q2. What makes you say that **[INSERT OPEN-END RESPONSE AT Q1]** created the NFT referenced above? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER; CHECK BOX FOR DK/NO OPINION; DO NOT ALLOW BLANK IF DK/NO OPINION BOX IS NOT CHECKED]

☐ Don't know/No opinion **[SKIP TO NEXT SET OF QUESTIONS OR Q7]**

[NEXT PAGE]

Q3. Any other reasons? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER; CHECK BOX FOR "NOTHING ELSE"; DO NOT ALLOW BLANK IF NOTHING ELSE IS NOT CHECKED]

☐ Nothing else

[NEXT PAGE]

[CONTINUE TO NEXT SET OF QUESTIONS OR Q7]

[SECOND SET]

Q4. What company do you believe created the sneaker referenced above, or do you not know? *(Please enter the company name below.)*

[TEXT BOX FOR ANSWER]

☐ Don't know/No opinion **[SKIP TO NEXT SET OF QUESTIONS OR Q7]**

[NEXT PAGE]

Q5. What makes you say that **[INSERT OPEN-END RESPONSE AT Q4]** created the sneaker referenced above? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER; CHECK BOX FOR DK/NO OPINION; DO NOT ALLOW BLANK IF DK/NO OPINION BOX IS NOT CHECKED]

☐ Don't know/No opinion **[SKIP TO NEXT SET OF QUESTIONS OR Q7]**

[NEXT PAGE]

Q6. Any other reasons? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER; CHECK BOX FOR "NOTHING ELSE"; DO NOT ALLOW BLANK IF NOTHING ELSE IS NOT CHECKED]

☐ Nothing else

[NEXT PAGE]

[CONTINUE TO NEXT SET OF QUESTIONS OR Q7]

Q7. Do you or does any member of your household work for any of the following types of companies?
(Select all that apply) **[RANDOMIZE]**

- ☐ An online seller or marketplace offering collectibles or NFTs **[FLAG]**
- ☐ A law firm **[FLAG]**
- ☐ A market research or advertising company **[FLAG]**
- ☐ None of the above **[ANCHOR; EXCLUSIVE]**

[NEXT PAGE]

[FLAG FOR TERM IF “AN ONLINE SELLER OR MARKETPLACE OFFERING COLLECTIBLES OR NFTS” SELECTED OR IF “LAW FIRM” SELECTED OR IF “MARKET RESEARCH OR ADVERTISING COMPANY” SELECTED]

[END OF SURVEY; RESPONDENT FORWARDED TO PANEL THANK-YOU PAGE]

Appendix E: Response Statistics

(A) Invitations sent	109,700
(B) Completed Surveys	452
(C) Disqualified	10,543
Terminates	10,399
Failed Gender and/or Age validation	144
(D) Incomplete/Breakoffs	118
(E) Total Responding	11,113
<i>Qualification Rate = (E-C)/(E)</i>	5.1%
<i>Completion Rate = (B)/(B+D)</i>	79.3%
<i>Response Rate = (E)/(A)</i>	10.1%

Appendix F: Data Glossary

Variable	Description	Code
ID		
Qs1	What type of electronic device are you using to complete this survey?	1 = Desktop computer 2 = Laptop computer 3 = Tablet computer 4 = Smartphone 5 = Other mobile or electronic device
Qs2	Are you...?	1 = Male 2 = Female
Qs3	Into which of the following categories does your age fall?	1 = Under 18 2 = 18 - 34 3 = 35 - 49 4 = 50 - 64 5 = 65+
Qs4	In which state do you currently reside?	
Qs5_1	Which of the following, if any, have you personally purchased or considered purchasing in the past 12 months?	1 = NFT ("non-fungible token," i.e., an ownable digital token that may be linked to a specific product (such as art, a watch, or sneakers))
Qs5_2	Which of the following, if any, have you personally purchased or considered purchasing in the past 12 months?	1 = Stock (i.e., shares that represent ownership claims on businesses)
Qs5_3	Which of the following, if any, have you personally purchased or considered purchasing in the past 12 months?	1 = Cryptocurrency (i.e., a digital currency designed to work as a medium of exchange through a computer network that is not reliant on any central authority, such as a government or bank, to uphold or maintain it)
Qs5_4	Which of the following, if any, have you personally purchased or considered purchasing in the past 12 months?	1 = Collectible items (e.g., artwork, jewelry, luxury handbags, sneakers, trading cards, etc.)
Qs5_5	Which of the following, if any, have you personally purchased or considered purchasing in the past 12 months?	1 = Ancient scrolls or texts

Qs5_6	Which of the following, if any, have you personally purchased or considered purchasing in the past 12 months?	1 = None of the above
Qs6_1	Which of the following, if any, are you likely to personally purchase or consider purchasing in the next 12 months?	1 = NFT (“non-fungible token,” i.e., an ownable digital token that may be linked to a specific product (such as art, a watch, or sneakers))
Qs6_2	Which of the following, if any, are you likely to personally purchase or consider purchasing in the next 12 months?	1 = Stock (i.e., shares that represent ownership claims on businesses)
Qs6_3	Which of the following, if any, are you likely to personally purchase or consider purchasing in the next 12 months?	1 = Cryptocurrency (i.e., a digital currency designed to work as a medium of exchange through a computer network that is not reliant on any central authority, such as a government or bank, to uphold or maintain it)
Qs6_4	Which of the following, if any, are you likely to personally purchase or consider purchasing in the next 12 months?	1 = Collectible items (e.g., artwork, jewelry, luxury handbags, sneakers, trading cards, etc.)
Qs6_5	Which of the following, if any, are you likely to personally purchase or consider purchasing in the next 12 months?	1 = Ancient scrolls or texts
Qs6_6	Which of the following, if any, are you likely to personally purchase or consider purchasing in the next 12 months?	1 = None of the above
Qs7_1	You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing?	1 = NFT corresponding to a physical pair of sneakers or shoes
Qs7_2	You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing?	1 = NFT corresponding to a physical trading card

Qs7_3	You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing?	1 = NFT corresponding to a physical toy or game
Qs7_4	You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing?	1 = NFT corresponding to virtual real estate
Qs7_5	You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing?	1 = NFT corresponding to gaming tokens
Qs7_6	You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing?	1 = NFT corresponding to digital artwork
Qs7_7	You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing?	1 = NFT corresponding to a physical hazmat suit of armor
Qs7_8	You indicated that you personally purchased or considered purchasing an NFT in the past 12 months. Which of the following types of NFTs, if any, did you purchase or consider purchasing?	1 = None of the above
Qs8_1	You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?	1 = NFT corresponding to a physical pair of sneakers or shoes
Qs8_2	You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?	1 = NFT corresponding to a physical trading card
Qs8_3	You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?	1 = NFT corresponding to a physical toy or game

Qs8_4	You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?	1 = NFT corresponding to virtual real estate
Qs8_5	You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?	1 = NFT corresponding to gaming tokens
Qs8_6	You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?	1 = NFT corresponding to digital artwork
Qs8_7	You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?	1 = NFT corresponding to a physical hazmat suit of armor
Qs8_8	You indicated that you are likely to personally purchase or consider purchasing an NFT in the next 12 months. Which of the following types of NFTs, if any, are you likely to purchase or consider purchasing?	1 = None of the above
Qs9_1	You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing?	1 = Collectible sneakers or shoes
Qs9_2	You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing?	1 = Collectible coins or currency
Qs9_3	You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing?	1 = Collectible vinyl records or record players
Qs9_4	You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing?	1 = Collectible jewelry or handbags

Qs9_5	You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing?	1 = Collectible comic books or literature
Qs9_6	You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing?	1 = Collectible stamps or maps
Qs9_7	You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing?	1 = Collectible hazmat suit of armor
Qs9_8	You indicated that you personally purchased or considered purchasing a collectible item in the past 12 months. Which of the following, if any, did you purchase or consider purchasing?	1 = None of the above
Qs10_1	You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing?	1 = Collectible sneakers or shoes
Qs10_2	You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing?	1 = Collectible coins or currency
Qs10_3	You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing?	1 = Collectible vinyl records or record players
Qs10_4	You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing?	1 = Collectible jewelry or handbags
Qs10_5	You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing?	1 = Collectible comic books or literature

Qs10_6	You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing?	1 = Collectible stamps or maps
Qs10_7	You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing?	1 = Collectible hazmat suit of armor
Qs10_8	You indicated that you are likely to personally purchase or consider purchasing a collectible item in the next 12 months. Which of the following, if any, are you likely to personally purchase or consider purchasing?	1 = None of the above
Qs11	For quality control purposes, please select the "Other" option below and then type the word ['quality'] ['check'] ['survey'] ['question'] into the space provided.	1 = Strongly agree 2 = Agree 3 = Neither agree nor disagree 4 = Disagree 5 = Strongly disagree 6 = Other. Please specify:
Qs11X	Response provided in text box in Qs11	
Qs11Word	Correct response to Qs11	
Qs12	You have qualified to take this survey. Before continuing, please carefully read these instructions...	1 = I understand and agree to the above instructions 2 = I do not understand or do not agree to the above instructions
Q00	Please indicate whether you were able to view the picture clearly.	1 = I was able to view the picture clearly 2 = I was not able to view the picture clearly
Q0	Please indicate whether you were able to view the picture clearly.	1 = I was able to view the picture clearly 2 = I was not able to view the picture clearly
Q1	What company do you believe created the NFT referenced above, or do you not know?	
Q1CODE	Coded open-ended response to Q1	
Q2	What makes you say that [INSERT OPEN-END RESPONSE AT Q1] created the NFT referenced above?	

Q3	Any other reasons?	
Q4	What company do you believe created the sneaker referenced above, or do you not know?	
Q4CODE	Coded open-ended response to Q4	
Q5	What makes you say that [INSERT OPEN-END RESPONSE AT Q4] created the sneaker referenced above?	
Q6	Any other reasons?	
Q7_1	Do you or does any member of your household work for any of the following types of companies?	1 = An online seller or marketplace offering collectibles or NFTs
Q7_2	Do you or does any member of your household work for any of the following types of companies?	1 = A law firm
Q7_3	Do you or does any member of your household work for any of the following types of companies?	1 = A market research or advertising company
Q7_4	Do you or does any member of your household work for any of the following types of companies?	1 = None of the above
sVersion	Indicates whether respondent was assigned to Test Group or Control Group	T = Test Group C = Control Group
StartTime	Date and time respondent began survey	
EndTime	Date and time respondent finished survey	

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
143	1	1	2	AZ	1	1	1	1			1	1	1	1			1		1	
159	4	1	2	MD	1	1	1	1			1	1	1	1				1	1	1
189	2	2	4	RI	1	1	1	1			1	1	1	1				1	1	
209	4	1	3	WA	1		1	1			1		1	1						
216	4	2	2	FL	1		1	1			1	1	1				1			
217	4	1	2	CA	1	1	1				1	1	1	1						
218	1	1	3	MN	1	1	1	1			1	1	1	1				1		
234	2	1	3	TN	1	1	1	1			1	1	1	1				1	1	
251	1	1	3	MD	1	1					1	1					1			
252	4	1	3	GA	1	1	1	1			1	1	1	1			1	1	1	1
284	2	2	3	OH						1	1	1	1	1						
296	3	1	3	NY		1	1	1			1	1	1	1						
317	2	2	2	NJ	1		1	1			1		1				1	1		
374	3	1	4	CA	1	1	1					1	1				1			
375	2	1	3	MA	1	1	1	1			1	1	1	1			1	1		
414	2	1	3	TX	1	1	1	1			1	1	1	1						
424	2	1	3	VA	1	1	1	1			1	1	1					1		1
447	4	2	2	OH	1						1			1			1			
463	2	1	2	NJ	1		1				1		1						1	
464	4	1	3	IL	1	1	1	1			1	1	1	1			1	1	1	
489	1	1	2	TX	1	1	1	1			1	1	1	1			1	1	1	
494	2	1	3	CA	1	1	1	1			1									

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
143	1	1			1		1		1	1			1	1		1	1		
159	1	1			1	1	1	1		1			1	1	1	1	1	1	
189						1	1		1				1			1			
209	1	1					1			1				1	1			1	
216					1				1	1			1		1	1			
217		1						1		1									
218						1				1			1			1	1	1	
234		1				1				1				1				1	
251	1				1				1										
252	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
284					1	1	1		1	1									
296						1			1	1				1			1	1	
317							1							1					
374																			
375					1	1				1			1						
414	1	1						1	1	1				1	1	1	1	1	
424	1	1				1		1	1	1			1						
447					1														
463	1				1		1		1	1									
464	1	1			1	1	1		1	1			1	1	1	1	1	1	
489	1	1			1	1	1		1	1			1	1	1	1	1	1	
494		1								1			1						

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
143		1	1		1	1				6	check	check	1	1	1
159		1	1	1	1	1	1			6	survey	survey	1	1	1
189		1			1					6	survey	survey	1	1	1
209		1	1	1			1			6	check	check	1	1	1
216										6	Survey	survey	1	1	1
217		1	1	1			1			6	Quality	quality	1	1	1
218		1	1			1	1			6	question	question	1	1	1
234		1	1				1			6	check	check	1	1	1
251										6	question	question	1	1	1
252		1	1	1	1	1	1			6	check	check	1	1	1
284		1	1	1	1	1	1			6	question	question	1	1	1
296		1	1			1	1			6	check	check	1	1	1
317										6	survey	survey	1	1	1
374										6	check	check	1	1	1
375		1			1					6	survey	survey	1	1	1
414		1	1	1	1	1	1			6	question	question	1	1	1
424										6	survey	survey	1	1	1
447		1			1					6	Check	check	1	1	1
463										6	check	check	1	1	1
464		1	1	1	1	1	1			6	survey	survey	1	1	1
489		1	1	1	1	1	1			6	survey	survey	1	1	1
494										6	survey	survey	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
143	StockX	StockX	It says so in the description.
159	Nike	Nike	Nike is the brand of the shoe vault NFT so it would have to be them
189	Stock X	StockX	They run the website
209	StockX	StockX	Tells me it is a StockX token, which means its created by them.
216	Stockx	StockX	It says that Nike doesn't own the nft if it says Nike it's describing the product but stockX is the one who is hosting this nft vault
217	Vault Nft	Other	Because said that they're not associated with the original brand
218	Don't know	Don't know/No opinion	
234	Don't know	Don't know/No opinion	
251	Don't know	Don't know/No opinion	
252	StockX	StockX	They are promoting it on their website.
284	Nike	Nike	They are the Nike Dunk shoes
296	stockx	StockX	it's the company name
317	StockX	StockX	StockX Vault nft description for the sneakers
374	Nike	Nike	Because it the brand
375	StockX	StockX	Says StockX
414	Nike	Nike	Because the content speaks about Nike.
424	StockX	StockX	It said at the title it was a digitally created BFT by StockX
447	Don't know	Don't know/No opinion	
463	stockX	StockX	this is they website
464	Don't know	Don't know/No opinion	
489	Don't know	Don't know/No opinion	
494	stockx nike	Nike	it says it right there

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
143	Nothing else	Nike	Nike
159	Plus the description only listed Ethereum and Nike as possible brands	Nike	Nike
189	Nothing else	Stock X	StockX
209	Nothing else	Nike	Nike
216	It says it's a stockX token	Nike	Nike
217	Nothing else	Stockx	StockX
218		Don't know	Don't know/No opinion
234		Don't know	Don't know/No opinion
251		Don't know	Don't know/No opinion
252	It says StockX vault NFT	Nike	Nike
284	They are mentioned in the fine print	Nike	Nike
296	Nothing else	stockx	StockX
317	Nothing else	Nike	Nike
374	Nothing else	Don't know	Don't know/No opinion
375	Nothing else	StockX	StockX
414	The word "Nike" is mentioned multiple times.	Nike	Nike
424	Nothing else	Nike	Nike
447		Jordan	Nike
463	it have all they name	stockX	StockX
464		Don't know	Don't know/No opinion
489		Don't know	Don't know/No opinion
494	Nothing else	nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
143	It says so in the description.	Nothing else				1	C
159	It is a Nike Dunk sneaker	Its the Nike brand, it makes sense.				1	C
189	Says so right in the header	Nothing else				1	C
209	It says in several places, the word Nike, and I also know from growing up, that Nike was and is the creator of the "Jordan" brand.	Nothing else				1	T
216	I'm very familiar with dunks I own a couple that I've bought directly from Nike but it's also listed in the title	The shoe has the Nike swoop on it				1	T
217	In the information said that it's a representation of the original sneaker	Said that vault nftits not affiliated or associated with the official brand				1	T
218						1	C
234						1	T
251						1	T
252	It says it's a Nike Dunk sneaker	No. It's obviously Nike				1	C
284	It's in the name	Nothing else				1	T
296	its the company name and everything says stockx in the items	Nothing else				1	C
317	The description of the Sneaker is Nike	Nothing else				1	C
374						1	T
375	It says on the site	Says StockX				1	C
414	The headline at the top contains the word "Nike"	The price				1	C
424	It has the logo on the sneaker	It is in the title of the page				1	T
447	Just by the look and brand and I'm a big Jordan sneakers	Nothing else				1	C
463	this is they website	Nothing else				1	T
464						1	T
489						1	T
494	it reads that right there	Nothing else				1	T

ID	StartTime	EndTime
143	5/22/2023 11:43	5/22/2023 11:48
159	5/22/2023 11:43	5/22/2023 11:48
189	5/22/2023 11:43	5/22/2023 11:47
209	5/22/2023 11:43	5/22/2023 11:54
216	5/22/2023 11:43	5/22/2023 11:55
217	5/22/2023 11:43	5/22/2023 11:56
218	5/22/2023 11:43	5/22/2023 11:49
234	5/22/2023 11:48	5/22/2023 11:50
251	5/22/2023 12:13	5/22/2023 12:20
252	5/22/2023 12:13	5/22/2023 12:20
284	5/22/2023 12:13	5/22/2023 12:20
296	5/22/2023 12:13	5/22/2023 12:16
317	5/22/2023 12:13	5/22/2023 12:26
374	5/22/2023 12:44	5/22/2023 12:49
375	5/22/2023 12:44	5/22/2023 12:50
414	5/22/2023 12:44	5/22/2023 12:51
424	5/22/2023 12:44	5/22/2023 12:48
447	5/22/2023 12:45	5/22/2023 12:50
463	5/22/2023 13:15	5/22/2023 13:21
464	5/22/2023 13:15	5/22/2023 13:17
489	5/22/2023 13:15	5/22/2023 13:19
494	5/22/2023 13:15	5/22/2023 13:19

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
498	4	1	2	SC	1	1	1	1			1	1	1	1				1		
513	2	1	3	NY	1	1	1	1			1	1	1	1						1
538	2	2	3	FL	1		1	1						1						
548	4	1	4	NY	1	1	1				1	1	1				1	1	1	1
595	2	2	2	NY	1	1	1	1			1	1	1	1				1	1	
630	2	2	4	PA	1	1	1	1			1	1	1	1					1	
643	2	1	3	PA	1	1	1	1			1	1	1	1						
697	1	2	4	KY						1	1			1						
715	2	2	5	NC	1	1	1	1			1	1	1	1			1	1	1	
730	4	2	4	NY	1			1			1	1	1	1			1			1
802	4	2	2	OH	1	1		1					1				1		1	
825	1	2	2	ND	1	1	1	1			1	1	1	1			1	1	1	
846	2	2	2	KS	1	1	1	1			1	1	1	1					1	
848	2	1	4	CA	1	1	1	1			1	1	1	1					1	
851	4	1	3	CA	1	1	1	1			1	1	1	1			1	1		1
855	2	2	2	IN	1	1	1	1			1	1	1	1						
867	4	1	2	MA	1		1	1			1		1	1						
878	2	1	2	MD	1	1	1	1			1	1	1				1	1	1	1
911	3	1	3	OH		1		1			1	1	1	1						
936	4	1	4	NY	1	1	1	1			1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
498	1	1				1	1	1	1	1			1	1	1		1		
513	1	1						1	1	1			1	1		1			
538		1											1	1				1	
548		1				1	1	1		1									
595	1	1			1	1	1		1	1			1			1	1		
630	1	1					1	1	1	1			1	1		1	1	1	
643	1	1			1	1	1		1				1		1		1		
697							1		1										
715		1			1	1	1			1			1			1	1		
730		1			1			1		1			1		1	1	1		
802													1			1			
825	1					1	1		1				1	1		1	1	1	
846	1	1			1		1		1	1				1		1			
848	1						1		1				1	1			1		
851	1	1			1	1			1	1			1	1	1	1	1	1	
855		1			1	1		1		1			1	1	1	1	1	1	
867		1								1			1						
878	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
911					1	1				1			1	1				1	
936		1								1							1		

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
498		1	1	1	1	1				6	check	check	1	1	1
513		1	1		1					6	check	check	1	1	1
538		1								6	survey	survey	1	1	1
548										6	quality	quality	1	1	1
595		1			1	1				6	survey	survey	1	1	1
630		1	1		1	1	1			6	survey	survey	1	1	1
643		1		1		1				6	survey	survey	1	1	1
697		1		1						6	survey	survey	1	1	1
715		1	1		1	1				6	quality	quality	1	1	1
730		1		1	1	1				6	survey	survey	1	1	1
802										6	quality	quality	1	1	1
825		1	1		1					6	quality	quality	1	1	1
846			1		1					6	quality	quality	1	1	1
848		1	1			1				6	question	question	1	1	1
851		1	1				1			6	check	check	1	1	1
855		1	1	1	1	1	1			6	survey	survey	1	1	1
867		1								6	quality	quality	1	1	1
878										6	check	check	1	1	1
911		1			1	1	1			6	quality	quality	1	1	1
936		1				1				6	Quality	quality	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
498	StockX	StockX	Because they have the vault that it's selling the NFT in the title. I don't see that the NFT is being sold by Nike.
513	Nike	Nike	Says Nike
538	stockX	StockX	Don't know
548	StockX Vault	StockX	StockX Vault appears in the title of the product and in the description as well. It says this StockX Vault NFT in the description.
595	StockX	StockX	Owners can request to withdraw the item from the StockX Vault. The Vault is not affiliated with or sponsored by Nike.
630	nike	Nike	Stockx is just representing the nike product and putting it into its vault.
643	Stockx	StockX	Beuase it's branded after StockX's name
697	Meta	Other	Of games and other technology.
715	StockX	StockX	This page is on the StockX website.
730	Nike	Nike	I noticed the logo that Nike uses
802	Nike	Nike	Don't know
825	Stock X	StockX	vapor max
846	stockx	StockX	it shows on the stockx website
848	Don't know	Don't know/No opinion	
851	StockX	StockX	That's the trading company
855	Don't know	Don't know/No opinion	
867	StockX	StockX	It mentions the name all throughout the image
878	stockx	StockX	Because they are the first company thats on the name
911	Don't know	Don't know/No opinion	
936	Stock x	StockX	It is the name of the website

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
498	It wasn't clear that the NFT was made by anyone else.	Nike	Nike
513	Nothing else	Stockx	StockX
538		NIKE	Nike
548	Appears a few times on the page.	Nike	Nike
595	Nothing else	Nike	Nike
630	stockx has authnenticated and verified it	Nike	Nike
643	Nothing else	Nike	Nike
697	Nothing else	Nike	Nike
715	This information is in the product description.	Nike	Nike
730	The product description or the name of the product stated it is Nike	Nike	Nike
802		Don't know	Don't know/No opinion
825	Nothing else	vapor max	Nike
846	Nothing else	nike	Nike
848		Nike	Nike
851	Nothing else	StockX	StockX
855		Don't know	Don't know/No opinion
867	Nothing else	Nike	Nike
878	Nothing else	Nike	Nike
911		Don't know	Don't know/No opinion
936	Nothing else	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
498	Because I see it in the title and I am familiar with this kind of shoe.	Because of the text that says "US [size] M 10".				1	C
513	Don't know					1	T
538	it says NIKE dunk	it mentions nike in the product description				1	C
548	Nike appears in the title of the product as well as mentioned in the photo section. The product description also states Nike Dunk.	Nike is mentioned a few times on this page. For me it was easy to determine that the sneaker is made by Nike.				1	C
595	The Nike Dunk was released in January of 2021 and retailed for \$100.	Classic Nike branding.				1	C
630	It says NIKE sneaker and has been authenticated and verified by StockX	It has gone through the process of being authenticared and verified by stockx> The item is completely described.				1	C
643	it's the brand name as advertized for this sneaker	Nothing else				1	C
697	It's the name listed the most.	Alot of it is sports related with other items.				1	T
715	The name of the sneaker in the title is the Nike Dunk Low.	I recognize the Nike branding on the sneaker in the picture.				1	T
730	The Nike logo	The name of the product mentioned Nike				1	T
802						1	C
825	It was what was searched	Nothing else				1	T
846	it says nike sneakers	Nothing else				1	T
848	Its a Nike shoe	Nothing else				1	C
851	It's listed on the sales page	Nothing else				1	C
855						1	C
867	It mentions the word Nike	Nothing else				1	C
878	Because those are the name of the shoes	Nothing else				1	T
911						1	C
936	It was the name of the shoe	Nothing else				1	C

ID	StartTime	EndTime
498	5/22/2023 13:15	5/22/2023 13:25
513	5/22/2023 13:15	5/22/2023 13:18
538	5/22/2023 13:16	5/22/2023 13:26
548	5/22/2023 13:16	5/22/2023 13:27
595	5/22/2023 15:51	5/22/2023 16:04
630	5/22/2023 15:52	5/22/2023 16:05
643	5/22/2023 15:52	5/22/2023 15:58
697	5/22/2023 16:50	5/22/2023 17:05
715	5/22/2023 16:51	5/22/2023 17:04
730	5/22/2023 16:51	5/22/2023 17:14
802	5/22/2023 17:39	5/22/2023 17:48
825	5/22/2023 18:02	5/22/2023 18:05
846	5/22/2023 18:02	5/22/2023 18:07
848	5/22/2023 18:02	5/22/2023 18:10
851	5/22/2023 18:03	5/22/2023 18:07
855	5/22/2023 18:03	5/23/2023 20:27
867	5/22/2023 18:03	5/22/2023 18:13
878	5/22/2023 18:04	5/22/2023 18:12
911	5/22/2023 18:06	5/22/2023 18:08
936	5/22/2023 18:33	5/22/2023 18:46

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
941	1	1	2	NY	1	1	1	1				1		1				1		
944	2	1	4	NH	1	1	1	1			1	1	1	1				1	1	
962	1	1	2	NY	1	1	1	1			1	1	1	1			1	1		1
1000	4	1	3	IN	1	1	1	1			1	1	1	1						
1011	1	2	2	IN	1	1	1	1			1	1	1	1				1	1	
1027	1	1	2	IL	1	1	1	1			1	1	1	1			1	1	1	
1067	4	1	3	IN	1	1	1				1	1	1	1				1		
1075	4	1	3	CA	1		1	1			1	1	1	1				1		
1114	4	1	3	VA	1	1	1	1			1	1	1	1			1	1		
1136	1	1	2	IL				1			1	1	1	1						
1159	4	1	3	IL		1	1				1	1	1	1						
1173	4	1	3	MI	1	1	1	1			1	1	1	1			1		1	
1202	2	1	2	LA	1						1						1	1		
1239	4	1	3	FL	1	1	1	1			1	1	1	1				1		1
1264	4	1	3	TX	1	1	1	1			1	1	1	1			1		1	

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
941													1			1			
944		1			1	1		1		1				1					
962	1	1			1	1	1	1	1	1			1	1		1			
1000		1				1				1			1						
1011	1	1			1	1	1	1	1	1			1	1		1			
1027	1	1			1	1	1		1	1			1	1	1	1	1	1	
1067		1				1	1			1									
1075		1						1	1	1			1	1	1				
1114	1	1			1	1	1		1	1			1	1		1	1		
1136					1	1	1	1		1				1			1		
1159									1	1									
1173	1				1	1	1		1	1			1	1	1				
1202					1	1													
1239	1	1			1		1	1	1	1			1	1			1		
1264		1			1	1	1	1	1	1			1	1		1			

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
941					1					6	check	check	1	1	1
944		1	1							6	check	check	1	1	1
962		1	1		1					6	quality	quality	1	1	1
1000		1								6	check	check	1	1	1
1011		1	1	1		1	1			6	question	question	1	1	1
1027		1	1	1	1	1	1			6	survey	survey	1	1	1
1067		1	1	1		1				6	question	question	1	1	1
1075		1	1	1						6	quality	quality	1	1	1
1114		1	1	1	1	1	1			6	survey	survey	1	1	1
1136			1	1	1	1				6	question	question	1	1	1
1159		1	1							6	question	question	1	1	1
1173		1					1			6	quality	quality	1	1	1
1202										6	question	question	1	1	1
1239		1	1			1				6	quality	quality	1	1	1
1264		1	1		1					6	question	question	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
941	StockX	StockX	StockX is in the header and the product description
944	Etherium	Other	Minted on Ethereum blockchain
962	stockX	StockX	the logo at top left
1000	Don't know	Don't know/No opinion	
1011	StockX	StockX	It literally says StockX token so it must be the vendor and creator.
1027	Nike	Nike	Well if you read the fine print section of this webpage. You can see that it talks about this being an officially made NFT created by Nike. This section does a good job explaining how the NFT works and how it is connected to Nike.
1067	Vault	Other	The headline
1075	StockX	StockX	Because that's what the description says
1114	Stockx	StockX	That is the website it is available on.
1136	stockx	StockX	it says that its a stock x token
1159	Stockx	StockX	The name has it
1173	Stockx	StockX	That was the only information I seen
1202	StockX	StockX	What makes you say that StockX created the NFT referenced above, That displaying sheet has the StockX Access the now, which tell me that where I'm looking too make this purchase.
1239	StockX	StockX	The product details and description states this is a stockX vault item.
1264	STOCKX	StockX	IT SAYS STOCKX VAULT NFT

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
941	Also stored in StockX Vault NFT	Nike	Nike
944	Nothing else	Nike	Nike
962	Nothing else	Nike	Nike
1000		Nike	Nike
1011	It is in the name of it and it shows the ownership.	Nike	Nike
1027	The fine print does a good job explaining how this is a Nike NFT product and that it is official.	Nike	Nike
1067	Nothing else	Nike	Nike
1075	No other reason	Nike	Nike
1114	Nothing else	Nike	Nike
1136	no other reasons i just see stock x	nike by air jordan	Nike
1159	Nothing else	Nike	Nike
1173	Nothing else	Don't know	Don't know/No opinion
1202	Nothing else	Nike	Nike
1239	The fine print states the nft vault is not directly linked or sponsored by Nike. It's clearly an stockX nft vault item.	Nike	Nike
1264	YOU GET A STOCKX TOKEN SHOWING OWNERSHIP	NIKE	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
941	Says Nike in the product header and the shoes have the signature nike check mark	No other reasons. Very clearly Nike				1	T
944	the design of the sneaker	it says so in the description				1	T
962	The check mark logo	Nothing else				1	T
1000	Because they do	It's obvious				1	T
1011	The sneaker is made by the brand Nike and it is evident base off description and brand signage on the shoes.	Nothing else				1	T
1027	Well it is called the Nike Dunk Low Retro. It has the name Nike and so it has to be created by them. Because Nike wouldn't use their name on any product that isn't official.	Nothing else				1	C
1067	The shoes says nike	Nothing else				1	C
1075	Because it says Nike Dunk in the description	I'm familiar with the shoe as well as the company itself				1	C
1114	It says it's a Nike dunk low retro	Nothing else				1	C
1136	i see the nike swoosh and i believe that they look like jordans but i cant be certain	the nike dunk low name of the shoe				1	T
1159	The name of the sneaker says Nike	Nothing else				1	T
1173						1	C
1202	What makes you say that Nike created the sneaker referenced above, The title of the items being sold has the name of place where the purchase is being made and the name of the actual shoes as well at the top of this display.	Nothing else				1	C
1239	It's a Nike dunk sneaker created by Nike. It's clearly represented in the description.	It's clearly a Nike.				1	T
1264	IT SAYS NIKE DUNK LOW	ITS THE ACTUAL SHOE THAT THEY STORE IN A VAULT.				1	T

ID	StartTime	EndTime
941	5/22/2023 18:33	5/22/2023 18:40
944	5/22/2023 18:33	5/22/2023 18:43
962	5/22/2023 18:34	5/22/2023 18:39
1000	5/22/2023 18:35	5/22/2023 18:40
1011	5/22/2023 18:35	5/22/2023 18:42
1027	5/22/2023 18:36	5/22/2023 18:57
1067	5/22/2023 19:04	5/22/2023 19:11
1075	5/22/2023 19:04	5/22/2023 19:14
1114	5/22/2023 19:06	5/22/2023 19:12
1136	5/22/2023 19:34	5/22/2023 19:38
1159	5/22/2023 19:35	5/22/2023 19:42
1173	5/22/2023 19:37	5/22/2023 19:46
1202	5/22/2023 19:39	5/22/2023 19:49
1239	5/22/2023 19:43	5/22/2023 19:53
1264	5/22/2023 20:08	5/22/2023 20:18

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1265	1	1	2	CA	1	1	1	1				1	1	1						
1269	2	1	2	TX	1	1	1	1			1	1	1	1				1		
1272	2	1	2	FL			1	1			1		1	1						
1273	2	1	2	AZ		1	1	1			1	1	1							
1276	4	1	2	TX	1	1	1	1			1	1	1	1					1	
1278	1	1	2	CA	1	1	1	1			1	1	1	1			1	1	1	
1283	4	1	2	MT	1						1						1			
1294	4	1	2	TX	1	1	1				1	1	1				1	1		
1295	4	1	2	NC	1			1			1		1	1			1	1	1	
1299	4	1	2	NC	1	1	1	1			1	1	1	1						
1300	1	1	2	CA	1	1	1	1			1	1	1	1			1	1	1	1
1303	2	1	2	TX	1	1	1	1			1	1	1	1			1	1	1	
1305	2	1	2	TX	1	1	1	1			1	1	1	1				1	1	
1310	2	1	2	CA	1	1	1	1			1	1	1	1			1	1		
1315	2	1	2	VA	1	1	1	1			1	1	1	1				1		
1325	1	1	2	CA	1	1	1	1			1	1	1	1					1	1
1332	1	1	4	TN	1		1				1	1	1	1			1			
1357	4	2	2	NJ	1	1	1				1	1	1	1			1		1	1
1363	1	1	3	NV				1			1	1	1	1						
1365	4	1	3	PA	1	1	1	1			1	1	1	1			1	1	1	
1374	2	2	2	GA		1	1				1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
1265		1												1	1			1	
1269						1	1		1				1	1			1		
1272					1	1	1						1	1					
1273					1			1					1	1			1		
1276	1	1			1	1	1		1	1			1		1		1		
1278		1			1	1	1			1			1	1		1	1		
1283										1									
1294		1			1	1				1									
1295		1			1	1	1	1		1			1	1	1		1		
1299		1								1			1		1	1	1		
1300	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
1303	1	1			1	1	1		1	1			1	1	1	1	1	1	
1305		1				1	1												
1310		1			1	1	1			1			1				1		
1315	1	1				1	1		1	1			1				1		
1325		1			1		1		1						1		1	1	
1332						1	1												
1357	1	1			1		1	1	1	1									
1363					1	1	1	1	1	1			1		1	1	1	1	
1365	1	1			1	1	1		1	1			1	1	1	1	1	1	
1374					1	1	1	1	1	1									

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
1265		1	1	1		1				6	quality	quality	1	1	1
1269			1	1		1				6	check	check	1	1	1
1272			1		1					6	survey	survey	1	1	1
1273										6	question	question	1	1	1
1276		1	1	1	1	1				6	question	question	1	1	1
1278		1	1		1	1				6	question	question	1	1	1
1283										6	Check	check	1	1	1
1294										6	Survey	survey	1	1	1
1295		1	1	1		1				6	quality	quality	1	1	1
1299		1		1	1	1				6	Question	question	1	1	1
1300		1	1	1	1	1	1			6	survey	survey	1	1	1
1303		1	1		1	1	1			6	quality	quality	1	1	1
1305	1	1	1							6	question	question	1	1	1
1310		1				1				6	question	question	1	1	1
1315		1				1				6	question	question	1	1	1
1325						1				6	quality	quality	1	1	1
1332		1								6	quality	quality	1	1	1
1357		1	1		1					6	check	check	1	1	1
1363		1		1	1	1	1			6	question	question	1	1	1
1365		1	1	1	1	1	1			6	question	question	1	1	1
1374		1	1	1	1	1	1			6	quality	quality	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
1265	Nike	Nike	The shoe they have is also shown as the NFT
1269	StockX	StockX	it says in the Fine print that Stock X vault created the NFT
1272	stock	StockX	it is because of the brand featuring i really like them.
1273	StockX	StockX	Because StockX is the one who is going to be authenticating these and creating the NFT's based off the description.
1276	StockX	StockX	It says it in the description of the product
1278	The Vault	Other	It states that name in the description.
1283	Nike	Nike	I think that nike made it because it is a nike shoe
1294	Don't know	Don't know/No opinion	
1295	Stockx	StockX	It's the name of the website
1299	Stockx	StockX	It mentions that it's a stockx nf which means that it's an nft that is offered by stockx and that the actual sneakers are stored in stockx's vault.
1300	Don't know	Don't know/No opinion	
1303	I think Nike.	Nike	I feel like the owner of the shoe would also make the NFT too.
1305	Don't know	Don't know/No opinion	
1310	StockX	StockX	It is branded as StockX Vault.
1315	StockX	StockX	They are the creators
1325	stockx	StockX	Seems from the logo
1332	Don't know	Don't know/No opinion	
1357	Nike	Nike	I would assume the company would have the overall ability to push this proof of ownership NFT
1363	Don't know	Don't know/No opinion	
1365	Stockx	StockX	They are the ones that hold its value
1374	nike	Nike	because nike is a great company to have

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
1265	I see it on the page with my eyes	Nike	Nike
1269	Nothing else	Nike	Nike
1272	Nothing else	nike	Nike
1273	Nothing else	Nike	Nike
1276	It's on the stockX webpage	Nike	Nike
1278	Nothing else	Nike	Nike
1283	Nothing else	Nike	Nike
1294		I don't know	Don't know/No opinion
1295	Nothing else	Nike	Nike
1299	Nothing else	Nike	Nike
1300		Nike	Nike
1303	Nothing in particular comes to mind.	Nike	Nike
1305		nike	Nike
1310	Nothing else	Nike	Nike
1315	Nothing else	Nike	Nike
1325	Nothing else	NIKE	Nike
1332		Nike	Nike
1357	This is a somewhat rare shoe that could be resold by someone on StockX but I would still believe Nike would be the only ones able to recreate the NFT.	Nike	Nike
1363		Nike	Nike
1365	Nothing else	Nike	Nike
1374	nike is a great company to create a nft	nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
1265	I see the signature swoosh on the shoe	I recognize it from far away				1	T
1269	They are Nike shoes but as for the NFT then I believe StockX made it	Nothing else				1	T
1272	nike durk	Nothing else				1	C
1273	Becasue the dunk low's are one of nike's specialized shoes.	Nothing else				1	C
1276	It stated it in the description	I am familiar with the shoe already				1	C
1278	It appears to be from the Nike brand.	Nothing else				1	T
1283	I think it is nike because the name of the nft is nike dunk black and white shoe	Nothing else				1	C
1294	Font know yet	Nothing else				1	C
1295	Because the shoes above are made by nike	Nothing else				1	C
1299	Aside from the fact that it's clearly a Nike shoe, it states that the sneaker is a Nike shoe so that means nike created it.	Nothing else				1	T
1300	It says in the heading the shoe is from Nike.	Nothing else				1	C
1303	I can tell by the logo within the Sneaker itself.	Nothing in particular comes to mind.				1	T
1305	because the sneaker is made by nike	Nothing else				1	T
1310	It states that it is a nike dunk.	Nothing else				1	T
1315	It says the name in the description	Nothing else				1	C
1325	Don't know					1	T
1332	the swoosh	Nothing else				1	T
1357	This is a classic shoe with their name represented in the caption name itself. Unless this is a remake.	I would not think someone could legally resell this shoe other than Nike.				1	C
1363	I see the name Nike.	Nothing else				1	C
1365	They are listed in the description as the brand	Nothing else				1	C
1374	because i seen a sign with nike on it	its a sign with nike on it				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
1265	5/22/2023 20:08	5/22/2023 20:14
1269	5/22/2023 20:10	5/22/2023 20:17
1272	5/22/2023 20:11	5/22/2023 20:24
1273	5/22/2023 20:11	5/22/2023 20:16
1276	5/22/2023 20:14	5/22/2023 20:24
1278	5/22/2023 20:15	5/22/2023 20:21
1283	5/22/2023 20:17	5/22/2023 20:24
1294	5/22/2023 20:29	5/22/2023 20:37
1295	5/22/2023 20:30	5/22/2023 20:36
1299	5/22/2023 20:31	5/22/2023 20:54
1300	5/22/2023 20:32	5/22/2023 20:35
1303	5/22/2023 20:34	5/22/2023 20:41
1305	5/22/2023 20:36	5/22/2023 20:49
1310	5/22/2023 20:41	5/22/2023 20:45
1315	5/22/2023 20:46	5/22/2023 20:53
1325	5/22/2023 20:55	5/22/2023 20:58
1332	5/22/2023 20:58	5/22/2023 21:16
1357	5/22/2023 20:59	5/22/2023 21:11
1363	5/22/2023 20:59	5/22/2023 21:02
1365	5/22/2023 20:59	5/22/2023 21:04
1374	5/22/2023 21:00	5/22/2023 21:06

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1382	1	1	3	KY	1						1						1			
1429	2	1	3	CA		1		1			1	1	1	1						
1453	2	1	3	NY		1	1	1			1	1	1	1						
1457	3	1	2	OH	1	1	1	1			1	1	1	1			1	1	1	1
1467	4	1	2	KS	1	1	1	1			1	1	1	1				1	1	
1494	4	2	2	NC	1	1	1				1	1	1				1	1		
1500	2	2	2	NJ				1			1									
1514	2	2	2	IN	1	1	1	1			1	1	1	1						1
1520	4	1	4	OH			1	1			1		1	1						
1563	4	1	3	CA						1	1		1	1						
1597	4	1	2	PA	1		1				1		1				1	1		
1598	4	1	3	AR	1	1	1	1			1	1	1	1			1			
1637	4	2	2	FL		1	1	1			1	1	1	1						
1663	4	1	3	NE	1	1	1	1			1	1	1	1						
1665	4	1	3	TN	1			1			1		1	1				1		
1670	4	1	3	CA			1	1			1		1							
1688	2	2	2	TX	1	1	1	1			1	1	1	1						1
1693	2	2	2	CA	1	1	1	1			1	1	1	1						
1735	4	2	2	MO	1	1	1	1			1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
1382					1														
1429					1			1		1			1	1	1	1			
1453								1		1							1		
1457	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
1467	1				1	1	1		1	1			1	1	1	1	1	1	
1494		1			1	1	1		1	1									
1500					1												1		
1514	1	1				1		1	1	1			1				1		
1520					1		1						1	1					
1563						1		1											
1597	1					1			1										
1598		1			1	1	1	1	1	1			1				1		
1637						1				1			1			1			
1663	1					1			1				1		1				
1665	1				1	1			1										
1670					1					1			1	1					
1688	1	1			1	1	1	1	1	1			1	1	1	1	1		
1693		1								1				1			1		
1735		1								1			1		1	1			

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
1382										6	question	question	1	1	1
1429		1	1	1	1	1	1			6	quality	quality	1	1	1
1453		1			1	1				6	quality	quality	1	1	1
1457		1	1	1	1	1	1			6	question	question	1	1	1
1467		1	1	1	1	1	1			6	question	question	1	1	1
1494										6	question	question	1	1	1
1500										6	Check	check	1	1	1
1514		1			1	1				6	survey	survey	1	1	1
1520		1	1							6	survey	survey	1	1	1
1563		1				1				6	Quality	quality	1	1	1
1597										6	Check	check	1	1	1
1598		1	1			1				6	quality	quality	1	1	1
1637		1								6	quality	quality	1	1	1
1663		1		1		1				6	quality	quality	1	1	1
1665	1	1		1						6	Quality	quality	1	1	1
1670										6	question	question	1	1	1
1688		1	1	1	1	1	1			6	check	check	1	1	1
1693		1					1			6	question	question	1	1	1
1735		1		1	1	1				6	quality	quality	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
1382	StockX	StockX	Don't know
1429	stockX	StockX	the name is up top and down at the bottom corner
1453	StockX	StockX	It's the company and website that is selling various brands and vaulting it.
1457	Nike	StockX	Because I didn't properly read the webpage and see that it was owned by stockx vault.
1467	StockX	StockX	Because it's says StockX nft
1494	Stock X	StockX	I feel like its mentioned up above.
1500	Stockx	StockX	Because Stockx is the company that is on the webpage.
1514	StockX	StockX	It is the website and sale site that it is located on as you can tell by the left hand corner
1520	Stock X	StockX	That is what it's says I think is what it is
1563	Stockx	StockX	Because within the detail product of the page it was label next to the shoe
1597	Stockx	StockX	Because I can see the logo on the website
1598	Stock x	StockX	Because it's called stock not nike
1637	StockX	StockX	Because that's the name of the website.
1663	Nike	Nike	The name Nike is within the product description
1665	StockX	StockX	It says StockX vault.
1670	Don't know	Don't know/No opinion	
1688	nike	Nike	at the top of the page when you look at it, it says nike as the brand
1693	nike	Nike	it is refering to nike dunk shoes i think
1735	StockX	StockX	That's the name of the website where it's being sold

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
1382		Nike	Nike
1429	Nothing else	Don't know	Don't know/No opinion
1453	The description says it's a StockX Vault NFT	Nike	Nike
1457	Nothing else	Stockx vault	StockX
1467	Nothing else	Nike	Nike
1494	Nothing else	Jordan	Nike
1500	Not really.	Nike	Nike
1514	It also shows the stockX phrase towards the bottom of the page.	Nike	Nike
1520	Now looks like it says stock X is made by Nike	Nike	Nike
1563	Nothing else	Nike	Nike
1597	It says stockx in the corner	Don't know	Don't know/No opinion
1598	Nothing else	Nike	Nike
1637	Nothing else	Nike	Nike
1663	Nothing else	Don't know	Don't know/No opinion
1665	Well by saying StockX vault. I would assume the product is being held in the virtual vault provided by StockX.	Nike	Nike
1670		Don't know	Don't know/No opinion
1688	other than the possible option of stockx i do not see it being anything else	nike	Nike
1693	i could be wrong im not to sure.	is it stockx for nike	Nike
1735	The fine print seems to imply that though I'm not completely sure	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
1382	from the information above	Nothing else				1	T
1429						1	C
1453	It has the Nike logo	It's in the title of the sneaker listing				1	T
1457	Because in the description it says the owner is stockx vault.	Nothing else				1	C
1467	Because it says so	Nothing else				1	C
1494	I am very familiar with this certain sneaker brand so I'm pretty confident	Nothing else				1	T
1500	That's is because the name of the product has Nike in it.	No.				1	C
1514	I know the Nike emblem, it is quite original.	Nothing else				1	T
1520	That is what it's says.	It is the Nike design				1	T
1563	Because there is a product label "Nike dunk" on the sale detail	Nothing else				1	C
1597						1	C
1598	Because it's a nike	Nothing else				1	T
1637	That's the logo on the shoe and the name is mentioned in the description.	Nothing else				1	T
1663						1	C
1665	Because the headline to the sneaker image says Nike Dunk Low.	Well, the other images in the screen are also headlined with Nike shoes. Other various types of course.				1	C
1670						1	C
1688	when you look at the tag it says nike in the beginning	it could also be vault but i do not thing that is right				1	C
1693	maybe stockx made the nft for nike's shoes	im really confused about this im not sure how it really works				1	C
1735	Because the header says it's a Nike sneaker and the sneaker has a Nike emblem on it	The sneaker has a Nike emblem on it				1	T

ID	StartTime	EndTime
1382	5/22/2023 21:00	5/22/2023 21:07
1429	5/22/2023 21:06	5/22/2023 21:12
1453	5/22/2023 21:07	5/22/2023 21:16
1457	5/22/2023 21:07	5/22/2023 21:23
1467	5/22/2023 21:07	5/22/2023 21:12
1494	5/22/2023 21:08	5/22/2023 21:16
1500	5/22/2023 21:08	5/22/2023 21:13
1514	5/22/2023 21:09	5/22/2023 21:18
1520	5/22/2023 21:09	5/22/2023 21:18
1563	5/22/2023 21:38	5/22/2023 21:42
1597	5/22/2023 21:39	5/22/2023 21:44
1598	5/22/2023 21:39	5/22/2023 21:45
1637	5/22/2023 21:42	5/22/2023 21:50
1663	5/22/2023 22:09	5/22/2023 22:21
1665	5/22/2023 22:09	5/22/2023 22:17
1670	5/22/2023 22:09	5/22/2023 22:16
1688	5/22/2023 22:09	5/22/2023 22:18
1693	5/22/2023 22:09	5/22/2023 22:18
1735	5/22/2023 22:11	5/22/2023 23:11

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1750	4	1	2	PA	1		1	1			1		1					1		
1752	1	1	3	MN	1	1		1			1	1		1				1		
1822	2	1	3	OH	1			1			1			1			1			
1825	4	1	2	NY	1	1	1	1			1	1	1	1				1		
1839	3	1	2	NV	1	1	1	1			1	1	1	1			1	1	1	1
1899	2	1	3	TX	1			1			1			1			1			
1913	1	1	2	CA	1	1	1	1			1	1	1	1			1	1	1	
1929	4	1	3	IL				1			1	1		1						
1931	2	2	2	OR				1			1			1						
1971	2	2	2	TX	1			1			1	1	1	1			1		1	
1972	2	1	3	MO	1	1	1	1				1		1						
1973	1	1	4	CO	1		1	1			1		1	1			1	1		
1984	1	1	3	OH	1	1	1	1			1	1	1	1			1	1	1	
2002	2	2	2	CA	1	1		1				1					1			
2017	1	2	2	MO	1			1			1		1	1						
2152	4	2	3	OH		1					1		1	1						
2179	4	2	3	WA	1	1	1	1			1	1	1	1				1	1	
2180	2	2	3	OR		1	1				1	1	1	1						
2186	4	2	3	WI		1	1	1			1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
1750	1					1							1	1					
1752		1				1				1			1			1		1	
1822		1			1					1			1			1			
1825	1	1			1	1	1		1	1			1			1	1		
1839	1	1			1	1	1	1	1	1			1	1		1	1	1	
1899		1			1					1			1			1			
1913		1			1	1	1			1			1	1		1	1		
1929					1		1			1			1	1	1	1			
1931						1		1					1				1		
1971		1			1					1			1	1		1			
1972				1									1				1		
1973		1			1	1				1				1	1		1		
1984		1			1	1	1			1			1	1	1	1	1	1	
2002																1			
2017	1								1				1	1	1	1	1		
2152					1		1		1										
2179	1	1			1	1	1		1	1						1			
2180					1	1	1												
2186							1		1	1			1	1	1	1	1		

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
1750										6	Check	check	1	1	1
1752		1			1		1			6	survey	survey	1	1	1
1822		1			1					6	question	question	1	1	1
1825		1	1	1	1	1				6	survey	survey	1	1	1
1839		1	1		1	1	1			6	Quality	quality	1	1	1
1899		1			1					6	question	question	1	1	1
1913		1	1		1	1				6	check	check	1	1	1
1929		1	1				1			6	Question	question	1	1	1
1931					1		1			6	quality	quality	1	1	1
1971		1	1		1	1	1			6	quality	quality	1	1	1
1972		1				1				6	quality	quality	1	1	1
1973			1	1		1				6	survey	survey	1	1	1
1984		1	1	1	1	1	1			6	survey	survey	1	1	1
2002										6	check	check	1	1	1
2017		1	1	1	1	1				6	survey	survey	1	1	1
2152		1		1	1					6	quality	quality	1	1	1
2179					1					6	question	question	1	1	1
2180		1	1		1	1	1			6	question	question	1	1	1
2186		1	1	1	1	1	1			6	Check	check	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
1750	Nike	Nike	Because Nike has the stock X access to
1752	Don't know	Don't know/No opinion	
1822	Nike	Nike	Good feature
1825	StockX	StockX	I'm not completely sure but it seems to be that way from reviewing this page shown above.
1839	Stock x	StockX	I just feel they definitely did this in my opinion
1899	Nike	Nike	Brand name is Nike.
1913	Vault NFT	Other	It is described in the fine print underneath the auction.
1929	Stockx	StockX	It's the name on the site
1931	Nike	Nike	Nike is the brand
1971	StockX	StockX	It is the brand shown and is the website name
1972	to help validate that this is a legit product and to enable the tracking of ownership for rare items	Other	because the token is a digital representation of physical ownership for something that is likely to be faked
1973	Vault	Other	It mentioned that in the product description.
1984	Don't know	Don't know/No opinion	
2002	Don't know	Don't know/No opinion	
2017	Don't know	Don't know/No opinion	
2152	StockX	StockX	It's in the description
2179	StockX Vault	StockX	It says that before the name of the shoe
2180	I think StockX.	StockX	I just think that since it is part of the name of the actual shoe was sort of a clue.
2186	StockX	StockX	Title on top of page

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
1750	Nothing else	Nike	Nike
1752		Don't know	Don't know/No opinion
1822	Nothing else	Nike	Nike
1825	Nothing else would lead me to believe or come to any certain conclusion.	Nike	Nike
1839	They just look like they were responsible in my opinion	Stock x	StockX
1899	There is no other reason.	Nike And past answer was StockX. I made mistake.	Nike
1913	Nothing else	Nike	Nike
1929	Nothing else	Nike	Nike
1931	Nothing else	nike	Nike
1971	Nothing else	Nike	Nike
1972	Nothing else	nike	Nike
1973	Nothing else	Nike	Nike
1984		Don't know	Don't know/No opinion
2002		Don't know	Don't know/No opinion
2017		nike	Nike
2152	Nothing else	Nike	Nike
2179	Nothing else	Nike	Nike
2180	Not that I can think of.	Nike	Nike
2186	Part of the description	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
1750	Because I see the Nike check	U can tell by the design				1	T
1752						1	T
1822	Good brand quality & design was upgrade	Nothing else				1	T
1825	It looks similar to other sneakers they have made. And the logo is shown as well.	I consider myself a sneaker fan so I think I d know.				1	T
1839	Because in the product description it says that	No other reasons in my opinion				1	T
1899	Here I can see brand name.	Nothing else				1	T
1913	The name of the product is in the item title.	Nothing else				1	C
1929	It says Nike with the name of the name of the shoe	Nothing else				1	C
1931	That's what it says	Nothing else				1	C
1971	Nike it the sneaker brand	Nothing else				1	T
1972	because it is a nike branded shoe	Nothing else				1	C
1973	It has the Nike "swoosh" logo on the side of the sneaker.	In the description, it mentioned that this sneaker was part of the Nike "Dunks" collection.				1	T
1984						1	T
2002						1	C
2017	they are nike shows	Nothing else				1	T
2152	Image	Nothing else				1	T
2179	It says Nike in the name	I know that Nike is a brand name				1	C
2180	The first thing that I saw was the Nike swoosh on the shoe. Also the name "Nike Dunk Low" say it's Nike.	Nothing else				1	T
2186	In item description and can see the trade mark swoosh	Title has Nike in it				1	C

Appendix G: Data Listing

ID	StartTime	EndTime
1750	5/22/2023 22:23	5/22/2023 22:30
1752	5/22/2023 22:39	5/22/2023 22:48
1822	5/22/2023 22:41	5/22/2023 22:50
1825	5/22/2023 22:42	5/22/2023 22:50
1839	5/22/2023 22:42	5/22/2023 23:11
1899	5/22/2023 23:12	5/22/2023 23:30
1913	5/22/2023 23:14	5/22/2023 23:19
1929	5/22/2023 23:15	5/22/2023 23:21
1931	5/22/2023 23:15	5/22/2023 23:37
1971	5/22/2023 23:42	5/22/2023 23:50
1972	5/22/2023 23:42	5/22/2023 23:56
1973	5/22/2023 23:42	5/22/2023 23:48
1984	5/22/2023 23:42	5/22/2023 23:45
2002	5/22/2023 23:43	5/22/2023 23:53
2017	5/22/2023 23:44	5/22/2023 23:51
2152	5/23/2023 0:23	5/23/2023 0:30
2179	5/23/2023 0:43	5/23/2023 0:55
2180	5/23/2023 0:43	5/23/2023 0:56
2186	5/23/2023 0:43	5/23/2023 0:49

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
2249	4	2	3	TX	1		1						1				1		1	
2277	1	2	3	CA	1	1	1	1			1	1	1	1					1	1
2325	4	1	4	NC			1	1			1	1	1	1						
2328	1	1	3	OR	1		1	1			1		1	1				1	1	
2330	2	2	2	CA	1		1	1			1								1	
2357	4	1	3	CA	1	1	1	1			1	1	1	1			1			1
2424	4	1	3	SC		1	1	1			1	1	1	1						
2451	2	1	3	AL	1	1	1	1			1	1	1	1				1		1
2466	4	1	3	OH	1	1	1	1			1	1	1	1			1	1		
2512	4	1	4	GA	1	1	1	1			1	1	1	1						
2538	4	1	3	WI	1	1	1	1			1	1	1	1						
2544	1	1	3	TX	1	1	1	1				1	1	1						1
2586	4	2	2	MA	1	1	1				1	1	1							
2626	2	1	4	NY						1	1	1	1	1						
2660	2	1	3	KY	1	1		1			1	1		1			1	1	1	
2670	2	2	2	TX	1	1	1	1			1	1	1	1				1	1	
2690	4	2	2	CA	1		1	1			1		1				1		1	
2739	1	2	2	WA	1	1	1	1			1	1	1	1			1	1	1	
2782	2	2	2	PA	1	1	1	1			1	1	1	1			1	1	1	1
2802	2	1	3	OH	1	1	1	1			1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
2249																			
2277		1			1	1	1	1	1	1				1	1	1			
2325						1			1	1				1			1	1	
2328	1	1				1	1		1	1			1						
2330						1	1						1				1		
2357	1	1			1			1	1	1			1	1					
2424									1	1				1					
2451	1	1				1		1	1	1			1	1			1		
2466		1			1		1			1			1	1		1		1	
2512	1								1				1	1			1	1	
2538	1	1			1	1	1	1	1	1			1	1	1		1		
2544		1											1				1		
2586	1				1	1	1	1	1	1									
2626					1	1	1		1	1									
2660					1	1	1						1			1	1		
2670	1				1	1	1		1	1			1	1		1	1		
2690		1			1		1			1			1		1	1			
2739	1	1			1	1	1			1			1		1	1	1	1	
2782	1	1			1	1	1	1	1	1			1	1		1	1	1	
2802		1			1					1			1						

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
2249										6	Quality	quality	1	1	1
2277		1	1	1	1		1			6	survey	survey	1	1	1
2325		1	1		1	1	1			6	quality	quality	1	1	1
2328		1				1				6	quality	quality	1	1	1
2330										6	survey	survey	1	1	1
2357		1	1							6	quality	quality	1	1	1
2424		1	1		1					6	survey	survey	1	1	1
2451		1	1	1		1				6	quality	quality	1	1	1
2466		1	1		1		1			6	quality	quality	1	1	1
2512		1	1			1	1			6	quality	quality	1	1	1
2538		1	1	1	1	1	1			6	check	check	1	1	1
2544		1				1				6	survey	survey	1	1	1
2586										6	Check	check	1	1	1
2626		1	1	1	1	1	1			6	question	question	1	1	1
2660		1			1	1				6	quality	quality	1	1	1
2670		1	1		1	1				6	check	check	1	1	1
2690										6	survey	survey	1	1	1
2739		1		1	1		1			6	quality	quality	1	1	1
2782		1	1	1	1	1	1			6	quality	quality	1	1	1
2802		1								6	question	question	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
2249	Nike	Nike	There's Nike dunk retro shoes in black and white. There's the Nike blazer and Jordans.
2277	nike	Nike	because it is a nike shoe from a nike line
2325	Stockx	StockX	It is in the Stockx vault so I assume they may have created it
2328	StockX	StockX	They are the ones selling it
2330	nike	Nike	thats the company of the shoe
2357	StockX	StockX	StockX lists the shoes as an NFT with black/white size 10. It appears they made the NFT.
2424	StockX	StockX	I said that because each one name is AtockX Vault NFT
2451	Ethereum blockcahin	Other	That is where the NFT was minted
2466	StockX	StockX	To me it only makes sense that this nft were to be created by stockx because I would be purchasing it through the stockx website.
2512	Stock X	StockX	Because that's what it says
2538	Stockx	StockX	It's on there site
2544	StockX	StockX	The print below the image says that Stock X Vault NFT is not owned or represents the brand Nike
2586	Stockx	StockX	Their name is in the title
2626	nike	Nike	It is there sneaker
2660	nike	Nike	everything is nike
2670	Stock vault	StockX	Stock x is listed all over the website which seems like the domain name
2690	Don't know	Don't know/No opinion	
2739	StockX	StockX	They make thus kind of things very easily.
2782	nike	Nike	the nike name and logo
2802	stockx	StockX	its what i think it says

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
2249	Men and women shoes are Nike Jordans. It says it's Nike.	Nike	Nike
2277	Nothing else	nike	Nike
2325	Nothing else	Nike	Nike
2328	Nothing else	Nike	Nike
2330	Nothing else	black and white nike shoes	Nike
2357	I am viewing a StockX website NFT listing so it would make sense they made it.	StockX	StockX
2424	Nothing else	Nike	Nike
2451	Nothing else	Nike	Nike
2466	Nothing else	Nike	Nike
2512	No	Nike	Nike
2538	No just a guess	Nike	Nike
2544	It also says if the physical version of this NFT is redeemed it cant be shipped to the owner but also is removed from the vault	Stock X	StockX
2586	Nothing else	Nike	Nike
2626	Nothing else	nike	Nike
2660	Nothing else	nike	Nike
2670	Nothing else	Nike	Nike
2690		Nike	Nike
2739	Nothing else	StockX	StockX
2782	Nothing else	nike	Nike
2802	Nothing else	nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
2249	It clearly says it in the description. It's nike	It's Nike. I'm sure				1	T
2277	because it says so	Nothing else				1	C
2325	The logo	Nothing else				1	T
2328	It says so in the items name	It has the Nike logo on the side of the shoe				1	T
2330	that's what it's labeled as	shows a picture of the shoe				1	T
2357	StockX Vault NFT was listed prior to the description of the black/white size 10 shoes.	Stock X produced the NFT and they are the owner of the website viewed.				1	C
2424	It's name is in every single NFT name	Nothing else				1	C
2451	Because it is a Nike shoe. It's in the name of the shoe	Nothing else				1	C
2466	It's a Nike Dunk so it's obviously a Nike product	Nothing else				1	C
2512	Because it is a Nike dunk	No				1	T
2538	It says it's a Nike shoe	Not really, it says it's Nike so no need to look further				1	C
2544	because the fine print says that the vault is not affiliate with the product manufacturer	it's the organization that is also holding the physical product				1	T
2586	The swoosh	Nothing else				1	T
2626	it is their brand	Nothing else				1	C
2660	all is nike	Nothing else				1	C
2670	It is evident because it suggests that in the title itself	Nothing else				1	C
2690	The Nike swoosh	The title of the shoe says Nike				1	T
2739	They made really easy and make all the things.	No other reasons.				1	C
2782	the name and logo	Nothing else				1	T
2802	thats what kind of shoe it is	Nothing else				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
2249	5/23/2023 0:48	5/23/2023 0:56
2277	5/23/2023 1:16	5/23/2023 1:21
2325	5/23/2023 3:16	5/23/2023 3:24
2328	5/23/2023 3:16	5/23/2023 3:21
2330	5/23/2023 3:16	5/23/2023 3:21
2357	5/23/2023 3:19	5/23/2023 3:28
2424	5/23/2023 3:27	5/23/2023 3:46
2451	5/23/2023 3:50	5/23/2023 3:55
2466	5/23/2023 3:51	5/23/2023 4:03
2512	5/23/2023 3:58	5/23/2023 4:10
2538	5/23/2023 4:19	5/23/2023 4:27
2544	5/23/2023 4:20	5/23/2023 4:37
2586	5/23/2023 4:27	5/23/2023 4:34
2626	5/23/2023 4:35	5/23/2023 4:41
2660	5/23/2023 4:56	5/23/2023 5:06
2670	5/23/2023 4:57	5/23/2023 5:06
2690	5/23/2023 5:00	5/23/2023 6:17
2739	5/23/2023 5:23	5/23/2023 5:45
2782	5/23/2023 5:30	5/23/2023 5:35
2802	5/23/2023 5:33	5/23/2023 5:37

Appendix G: Data Listing



ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
2814	4	1	3	NJ	1	1	1	1				1	1	1			1	1	1	
2844	4	1	2	NJ	1	1	1	1			1	1	1	1			1			
2847	1	1	3	WA	1	1	1				1	1	1				1	1		1
2862	2	1	2	IN				1			1		1	1						
2867	2	1	4	PA	1	1		1			1	1	1	1						1
2882	4	1	2	OH	1	1	1	1			1	1	1	1			1	1		
2892	4	2	2	DE	1	1		1			1	1		1			1			
2907	4	2	2	UT				1			1	1	1							
2909	2	2	2	OH				1			1			1						
2913	4	2	2	FL	1	1	1	1			1	1	1	1			1	1		1
2955	4	2	2	TX	1	1	1	1			1	1	1	1			1		1	1
2979	4	2	2	PA	1	1		1			1	1	1	1			1	1	1	
2995	2	2	2	TX	1	1	1	1			1	1	1	1			1			
3002	4	2	2	LA	1	1	1	1			1	1	1	1						
3026	2	1	3	MO	1	1	1	1			1	1	1				1		1	1
3038	4	2	2	NY	1	1	1	1			1	1	1	1						
3057	3	1	5	GA	1	1	1				1	1	1	1			1	1		
3059	4	1	2	VA	1	1	1	1			1	1	1	1			1	1	1	1
3064	4	1	3	TX	1			1			1		1	1					1	

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
2814		1											1		1		1		
2844	1	1			1	1	1	1	1	1			1	1		1			
2847		1																	
2862					1		1	1		1				1				1	
2867								1								1			
2882	1	1			1	1	1	1	1	1			1	1	1	1	1		
2892					1								1	1		1			
2907							1			1			1		1	1	1		
2909					1		1			1			1			1	1		
2913		1			1	1	1	1	1	1			1	1	1	1	1	1	
2955	1	1			1		1	1	1				1	1		1	1	1	
2979	1				1	1	1		1	1			1				1	1	
2995	1	1				1				1			1	1			1	1	
3002	1	1							1	1			1	1			1		
3026	1				1		1	1					1					1	
3038		1								1			1			1			
3057	1				1	1			1	1									
3059	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
3064		1					1			1					1		1		

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
2814		1		1						6	quality	quality	1	1	1
2844		1	1	1	1	1	1			6	survey	survey	1	1	1
2847										6	check	check	1	1	1
2862			1							6	check	check	1	1	1
2867		1			1					6	question	question	1	1	1
2882		1	1	1	1	1				6	survey	survey	1	1	1
2892		1			1					6	check	check	1	1	1
2907										6	check	check	1	1	1
2909		1			1					6	question	question	1	1	1
2913		1	1	1	1	1	1			6	quality	quality	1	1	1
2955		1	1		1	1	1			6	question	question	1	1	1
2979		1	1	1	1		1			6	check	check	1	1	1
2995		1	1			1	1			6	survey	survey	1	1	1
3002		1	1		1	1				6	question	question	1	1	1
3026										6	check	check	1	1	1
3038		1			1					6	check	check	1	1	1
3057		1	1	1		1	1			6	survey	survey	1	1	1
3059		1	1	1	1	1	1			6	check	check	1	1	1
3064		1		1		1				6	survey	survey	1	1	1



Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
2814	Don't know	Don't know/No opinion	
2844	Nike	Nike	The branded sneakers were made by Nike, therefore it gives me a strong belief.
2847	Stock x	StockX	Don't know
2862	StockX	StockX	It is just how it seems to read to me.
2867	Nike	Nike	i believe they wanted to create a collectable show
2882	Don't know	Don't know/No opinion	
2892	stockx	StockX	the label is posted large and small around the page
2907	StockX	StockX	The name in the top right of the screen
2909	Namecoin blockchain	Other	i believe it
2913	StockX	StockX	Because it says  a stockX token representing ownership of a physical pair 
2955	StockX	StockX	Because it is consistently referred to as the StockX vault NFT
2979	Nike	Nike	Because it says Nike created shoes.
2995	nike	Nike	it reads nike dunk low retro. it fits with the descriptive words
3002	Stockx	StockX	It made the most sense in my mind.
3026	Nik	Nike	It looks like something people would want.
3038	Stockx	StockX	That is the website
3057	StockXvault nft	StockX	It is the name of the company referenced in the shoe nft offering.
3059	Stockx	StockX	It's in the title and sold on their website
3064	StockX	StockX	Because at bottom they are referenced

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
2814		Nike	Nike
2844	It also says it in the product description.	Nike	Nike
2847		nike	Nike
2862	Nothing else	Nike	Nike
2867	Nothing else	stock X	StockX
2882		Don't know	Don't know/No opinion
2892	no	nike	Nike
2907	Nothing else	Nike	Nike
2909	none	Nike	Nike
2913	It also states it in the product details	Nike	Nike
2955	That's it that I can t think of at the very moment.	Nike	Nike
2979	They are the Nike colors and has the Nike logo.	Nike	Nike
2995	these are nike dunk low retro shoes.	air jordan	Nike
3002	Nothing else	Not sure	Don't know/No opinion
3026	It is good quality.	Chase	Other
3038	Nothing else	Nike	Nike
3057	Nothing else	Nike	Nike
3059	It's stockx verified	Nike	Nike
3064	Logo	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
2814	They are all listed as Nikes or Dunks which is a Nike brand	Based on experience Nike is most collectible sneaker				1	C
2844	It says it in the product description which kind of gives it away.	Nothing else				1	C
2847	they provide good products.	nothing				1	T
2862	It says it is a Nike	Nothing else				1	T
2867	they have a unique style	they area NFT company that tracks ownership				1	T
2882						1	T
2892	its labeled in the title	the related products have nike products				1	C
2907	It says so in the shoe descriptions	Nothing else				1	C
2909	it seem clear	none				1	T
2913	The sneaker is literally named after the brand where it says  Nike dunk low retro  as well as having the Nike symbol across the side of the shoe	Nothing else				1	T
2955	Because the product title for the NFT says that it is Nike Low Dunk Retro Black and White and StockX also said that the NFT was an image token identical to the original pair.	Because the description also says that the shoes are the popular 2021 Nike Low Dunks.				1	C
2979	Because it says Nike above.	Nothing else				1	C
2995	it seems to fit well with the items description. it seems to fit all the criteria here	it seems to fit with the other words here on the page				1	C
3002	It doesn't say the brand name on it	Nothing else				1	C
3026	This is good.	It is good.				1	C
3038	It is a Nike sneaker	Nothing else				1	T
3057	The shoe is a physical Nike black and white low cut sneaker.	Nothing else				1	C
3059	The sneakers are made by Nike	It says it right in the title				1	C
3064	Because the name is in the title and clearly those are Nike shoes	Also because of the colab with StockX				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
2814	5/23/2023 5:36	5/23/2023 5:41
2844	5/23/2023 5:54	5/23/2023 6:10
2847	5/23/2023 5:54	5/23/2023 5:59
2862	5/23/2023 5:56	5/23/2023 6:05
2867	5/23/2023 5:56	5/23/2023 6:03
2882	5/23/2023 5:59	5/23/2023 6:02
2892	5/23/2023 6:00	5/23/2023 6:06
2907	5/23/2023 6:07	5/23/2023 6:11
2909	5/23/2023 6:07	5/23/2023 6:22
2913	5/23/2023 6:10	5/23/2023 6:17
2955	5/23/2023 6:53	5/23/2023 7:16
2979	5/23/2023 7:10	5/24/2023 6:51
2995	5/23/2023 7:18	5/23/2023 7:24
3002	5/23/2023 7:21	5/23/2023 7:28
3026	5/23/2023 9:25	5/23/2023 9:27
3038	5/23/2023 9:25	5/23/2023 9:30
3057	5/23/2023 9:26	5/23/2023 9:38
3059	5/23/2023 9:26	5/23/2023 9:35
3064	5/23/2023 9:26	5/23/2023 9:32

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
3082	4	1	3	MN	1	1	1	1			1	1	1	1			1	1	1	1
3086	4	2	2	GA			1	1			1	1	1	1						
3102	4	2	2	NY	1			1			1			1			1			
3132	1	2	2	MD		1	1	1			1	1	1							
3163	4	1	4	IL		1		1			1	1	1	1						
3167	1	1	3	CA		1	1	1			1	1	1	1						
3180	4	1	3	NV	1	1	1	1			1	1	1							
3220	3	1	3	AL			1	1			1	1	1	1						
3221	4	2	2	NY	1						1						1			
3241	1	1	4	PA		1	1	1			1	1	1	1						
3246	2	2	2	TX	1	1	1	1			1	1	1	1			1	1	1	
3259	2	2	2	GA	1	1	1				1	1	1				1			
3359	4	2	2	OH		1	1	1			1	1	1	1						
3384	3	1	2	VA	1	1	1	1			1	1	1	1						
3452	4	2	2	CA	1	1	1	1			1	1	1	1			1	1	1	1
3472	2	2	4	AZ	1	1		1			1	1		1			1			

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
3082	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
3086								1	1	1			1	1	1	1	1	1	
3102					1								1		1	1			
3132					1		1		1	1			1			1			
3163					1	1	1		1	1			1	1	1	1	1	1	
3167					1	1	1	1	1	1			1	1			1		
3180		1								1			1		1				
3220					1	1	1	1	1	1			1	1	1	1	1	1	
3221					1														
3241							1	1		1			1		1		1		
3246	1	1			1	1	1	1	1	1			1	1		1	1		
3259	1						1		1	1									
3359					1	1	1		1	1			1	1		1	1	1	
3384		1								1			1			1			
3452	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
3472		1			1					1						1			

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
3082		1	1	1	1	1	1			6	Check	check	1	1	1
3086		1	1	1	1	1	1			6	question	question	1	1	1
3102					1					6	Quality	quality	1	1	1
3132										6	check	check	1	1	1
3163		1	1	1	1	1	1			6	Survey	survey	1	1	1
3167		1	1			1				6	question	question	1	1	1
3180										6	survey	survey	1	1	1
3220		1	1	1	1	1	1			6	question	question	1	1	1
3221										6	Quality	quality	1	1	1
3241		1		1	1	1				6	quality	quality	1	1	1
3246		1	1		1	1	1			6	question	question	1	1	1
3259										6	question	question	1	1	1
3359		1	1		1	1	1			6	question	question	1	1	1
3384		1			1					6	quality	quality	1	1	1
3452		1	1	1	1	1	1			6	survey	survey	1	1	1
3472					1					6	quality	quality	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
3082	Stockx	StockX	Because they're selling the NFT and gold the actual shoes in their vault. And you can redeem the NFT with stockX to receive the actual shoe from their vault
3086	Stock x	StockX	Because it's on stock x website and it comes from the stock x vault.
3102	StockX	StockX	It is the logo on the top of the page and information on the bottom as well
3132	STOCKX	StockX	It literally says StockX at the top of the screen. It says StockX NFT.
3163	Stockx	StockX	It says stockx in the description
3167	StockX	StockX	Their site and Vault
3180	StockX	StockX	It's pretty easy to deduce that StockX is the NFT company just by reading the product details for starters
3220	Stockx	StockX	It's their site
3221	Stokx	StockX	According to the pictures
3241	stock x	StockX	stock x is mentioned quite a few times in this picture
3246	Stockx	StockX	because it is in Stockx's vault
3259	StockX NFT Vault	StockX	It is in the description
3359	StockX	StockX	Because it keeps saying StockX throughout the whole description
3384	StockX	StockX	StockX made this NFT because they have the physical pairs in a vault.
3452	StockX	StockX	It is on the StockX website
3472	StockX	StockX	it was mentioned that StockX created Vault NFT

ID	Q3	Q4	Q4CODE
3082	Nothing else	Nike	Nike
3086	No, none in particular.	NIKE	Nike
3102	The logo is seen multiple times on the webpage	Nike	Nike
3132	nO.	Nike	Nike
3163	No	Nike	Nike
3167	It mentions quantity and the verification.	Nike	Nike
3180	Reading the fine print also	Nike	Nike
3220	Nothing else	Nike	Nike
3221	No	Nike	Nike
3241	it seems that stock x is referenced as being the one	nike	Nike
3246	Nothing else	Nike	Nike
3259	Nothing else	Nike	Nike
3359	Nothing else	Nike	Nike
3384	Nothing else	Nike	Nike
3452	Nothing else	StockX	StockX
3472	Nothing else	StockX	StockX

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
3082	It says it's a Nike dunk low and for details visit Nike.com	Nothing else				1	C
3086	Because the are Nike dunks.	Nothing else in particular.				1	T
3102	It says it on the title of the item	The Nike logo on the sneaker				1	T
3132	It says it in the description.	No.				1	C
3163	It says nike in the description	No				1	C
3167	The Nike dunk is the item that they made the NFT of including the size and gender.	It mentions the physical pair.				1	C
3180	it clearly states the name brand, model, and size of the sneakers	Nothing else				1	C
3220	It's a Nike	Nothing else				1	C
3221	It say Nike dunk	It has the name om				1	C
3241	the nike swoosh gives it away	nike is mentioned in the description				1	T
3246	because it says it is a nike sneaker	Nothing else				1	C
3259	It's in the item title and the logo is visible	Nothing else				1	T
3359	It has the nike symbol on the side of the shoe and the shoe name is NIKE Dunk Low Retro White Black	Nothing else				1	T
3384	The description of the NFT says it's from Nike. Also, the sneaker above is widely known to be "Panda Dunks" and the logo shows that it's Nike.	Nothing else				1	T
3452	It says it is a StockX token	Nothing else				1	T
3472	StockX name is on the top left page and stockX price history is shown on the graph	StockX price history is shown for the past 12 months				1	T

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ID	StartTime	EndTime
3082	5/23/2023 9:26	5/23/2023 9:36
3086	5/23/2023 9:26	5/23/2023 9:34
3102	5/23/2023 9:27	5/23/2023 9:31
3132	5/23/2023 9:28	5/23/2023 9:36
3163	5/23/2023 9:30	5/23/2023 9:43
3167	5/23/2023 9:30	5/23/2023 9:37
3180	5/23/2023 9:30	5/23/2023 9:45
3220	5/23/2023 9:32	5/23/2023 9:42
3221	5/23/2023 9:32	5/23/2023 9:39
3241	5/23/2023 9:32	5/23/2023 9:43
3246	5/23/2023 9:33	5/23/2023 9:38
3259	5/23/2023 10:00	5/23/2023 10:04
3359	5/23/2023 10:04	5/23/2023 10:13
3384	5/23/2023 10:30	5/23/2023 10:37
3452	5/23/2023 10:31	5/23/2023 10:39
3472	5/23/2023 10:33	5/23/2023 10:44

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ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
3490	3	1	4	KY	1	1	1	1			1	1	1	1			1	1		
3549	4	1	2	GA		1	1				1	1	1	1						
3564	2	2	2	GA	1	1	1	1				1	1	1			1	1	1	
3580	4	1	3	IL	1	1	1	1			1	1	1	1			1	1		1
3583	1	1	3	FL	1			1			1	1		1			1	1	1	
3591	4	1	4	NY	1	1	1	1					1	1			1			
3631	2	2	3	OH	1	1	1	1			1	1	1	1				1		
3858	2	2	3	UT	1	1	1				1	1	1				1	1		1
3911	1	2	4	NY				1			1		1	1						
3916	2	2	3	NY	1	1	1	1			1	1	1	1			1			
3996	2	2	2	IL	1	1	1	1			1	1	1	1			1	1	1	1
4001	4	2	3	NJ						1	1									
4006	2	2	3	WV	1	1	1				1	1	1	1					1	
4084	4	2	2	FL	1	1	1	1			1	1	1	1				1	1	
4097	2	2	3	OH	1	1	1	1			1	1	1	1						
4131	3	1	2	CA	1	1	1	1			1	1	1	1						
4143	3	2	4	PA						1	1			1						
4170	2	2	4	VA	1	1	1	1			1	1	1	1			1	1	1	
4189	4	2	2	MA	1	1	1					1		1				1		1
4194	4	2	3	WI		1		1			1			1						
4288	2	2	4	IL				1			1			1						
4382	4	1	2	TX		1	1	1			1	1	1	1						
4407	1	1	2	NY	1	1	1	1			1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
3490					1	1							1	1		1	1		
3549					1			1	1	1									
3564													1	1		1	1	1	
3580	1	1			1			1	1	1			1	1		1	1		
3583					1	1			1								1	1	
3591		1																1	
3631		1			1	1			1	1			1	1		1			
3858	1				1		1	1											
3911					1	1		1	1	1			1	1		1			
3916	1				1	1			1				1	1	1	1	1		
3996	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
4001					1														
4006	1	1				1	1		1	1									
4084	1	1			1	1	1	1	1	1				1	1		1		
4097	1	1			1				1							1			
4131	1	1							1	1			1	1		1	1		
4143					1		1		1										
4170	1				1	1	1		1				1						
4189		1																	
4194					1			1					1			1	1		
4288					1								1			1			
4382					1	1		1		1			1	1	1		1		
4407	1	1							1	1			1	1			1		

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ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
3490		1	1		1	1				6	check	check	1	1	1
3549				1		1	1			6	quality	quality	1	1	1
3564		1	1		1	1	1			6	survey	survey	1	1	1
3580		1	1		1	1				6	question	question	1	1	1
3583									1	6	survey	survey	1	1	1
3591							1			6	check	check	1	1	1
3631		1	1		1					6	question	question	1	1	1
3858										6	quality	quality	1	1	1
3911		1	1		1					6	question	question	1	1	1
3916				1	1	1				6	check	check	1	1	1
3996		1	1	1	1	1	1			6	survey	survey	1	1	1
4001										6	survey	survey	1	1	1
4006		1		1	1		1			6	check	check	1	1	1
4084			1		1	1				6	check	check	1	1	1
4097					1					6	quality	quality	1	1	1
4131		1	1		1	1				6	survey	survey	1	1	1
4143		1	1							6	survey	survey	1	1	1
4170		1								6	survey	survey	1	1	1
4189		1			1	1				6	check	check	1	1	1
4194				1	1					6	Quality	quality	1	1	1
4288		1			1					6	quality	quality	1	1	1
4382		1	1		1					6	check	check	1	1	1
4407		1								6	question	question	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
3490	Don't know	Don't know/No opinion	
3549	Don't know	Don't know/No opinion	
3564	StockX	StockX	StockX is listed first which makes me think it's a StockX NFT that represents a Nike shoe
3580	Vault	Other	It says so at the beginning
3583	Nike	Nike	The Nike name is in the print and stand out well.
3591	Stockx	StockX	It says in the description
3631	StockX	StockX	The fine print states this company and it is also listed on the top of the page and bottom.
3858	Don't know	Don't know/No opinion	
3911	stock x	StockX	because it states it on the website
3916	StockX	StockX	Because it said so in the description
3996	stockx	StockX	because it says stockx
4001	Don't know	Don't know/No opinion	
4006	StockX	StockX	Its in the description of all the NFTs. There is nothing else to indicate that anyone else is involved
4084	Stock X	StockX	Based on it being their page
4097	Don't know	Don't know/No opinion	
4131	Nike	Nike	The Nike is part of logo or nft art.
4143	StockX	StockX	It states it next to the search button
4170	Nike	Nike	It states it in the description and title.
4189	Don't know	Don't know/No opinion	
4194	Stock X	StockX	I saw the name at the top of the page
4288	stox	StockX	quality
4382	Nike	Nike	Because I'm familiar with the company
4407	Nike	Nike	It's explained in the description that they are the ones that minted the NFT

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
3490		Nike	Nike
3549		StockX	StockX
3564	Stock X is written on the side of the card	Nike	Nike
3580	None	Nike	Nike
3583	Nothing else	Nike with Jordan endorsed it.	Nike
3591	Nothing else	Nike	Nike
3631	It does state StockX Access Now towards the bottom of the page as well.	Nike	Nike
3858		nike	Nike
3911	Nothing else	nike	Nike
3916	nothing	Nike	Nike
3996	Nothing else	nike	Nike
4001		Stockx	StockX
4006	Nothing else	Nike	Nike
4084	Nothing else	Stock X	StockX
4097		Don't know	Don't know/No opinion
4131	Nothing else	Nike	Nike
4143	Nothing else	Don't know	Don't know/No opinion
4170	Nothing else	Nike	Nike
4189		Nike	Nike
4194	No. That reason only	Nike	Nike
4288	unique	stock	StockX
4382	I'm not quite sure about that	Nike	Nike
4407	Nothing else	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
3490	I think they made the sneaker that's in the vault and referenced here	Nothing else				1	T
3549	I just feel that way	Nothing else				1	T
3564	It says that it's a Nike Dunk Low US M10	Nike is written on the NFT card				1	C
3580	It says so again	Nothing else				1	C
3583	I believe that is correct without a doubt.	Nothing else				1	C
3591	It says that	Nothing else				1	T
3631	The fine print does state that it is a Nike shoe, but they are not affiliated with Nike.	Nothing else				1	T
3858	based on the logo and style	Nothing else				1	T
3911	because it says what brand it is for on the page	it shows different verizon of what it is				1	C
3916	Because it said so.	no				1	C
3996	because it says nike	Nothing else				1	T
4001	It sounds interesting	Nothing else				1	T
4006	They are Nikes so I am assuming that they were created by Nike	Nothing else				1	C
4084	Base on how the page is labeled, organized and the I formation on it	Nothing else				1	C
4097						1	T
4131	Since is a shoe nft, Nike seem to have some tie to it.	Nothing else				1	C
4143						1	C
4170	It states it in the description.	Nothing else				1	T
4189	Because it says nike dunks on the screen	Nothing else				1	C
4194	It is at the top of the page	No other reasons				1	C
4288	quality	unique				1	T
4382	I am familiar with the brand of the sneaker	I'm not quite sure about that				1	T
4407	The swoosh on the sneaker, but it's also clearly explained in the description	Nothing else				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
3490	5/23/2023 11:01	5/23/2023 11:05
3549	5/23/2023 11:02	5/23/2023 11:05
3564	5/23/2023 11:02	5/23/2023 11:08
3580	5/23/2023 11:02	5/23/2023 11:06
3583	5/23/2023 11:02	5/23/2023 11:13
3591	5/23/2023 11:02	5/23/2023 11:06
3631	5/23/2023 11:32	5/23/2023 11:40
3858	5/23/2023 12:34	5/23/2023 12:59
3911	5/23/2023 12:35	5/23/2023 12:43
3916	5/23/2023 12:35	5/23/2023 12:44
3996	5/23/2023 13:05	5/23/2023 13:09
4001	5/23/2023 13:05	5/23/2023 13:08
4006	5/23/2023 13:05	5/23/2023 13:12
4084	5/23/2023 13:06	5/23/2023 13:13
4097	5/23/2023 13:36	5/23/2023 13:38
4131	5/23/2023 13:36	5/23/2023 13:42
4143	5/23/2023 13:36	5/23/2023 13:41
4170	5/23/2023 13:37	5/23/2023 13:44
4189	5/23/2023 13:37	5/23/2023 15:12
4194	5/23/2023 13:37	5/23/2023 13:43
4288	5/23/2023 14:08	5/23/2023 14:14
4382	5/23/2023 14:39	5/23/2023 15:00
4407	5/23/2023 14:40	5/23/2023 14:49

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
4500	2	2	2	MO	1	1	1	1			1	1	1	1			1	1	1	1
4504	2	1	2	IL	1	1	1	1			1	1	1	1				1		1
4525	4	2	2	TN	1		1	1			1		1	1				1		
4560	4	1	3	PA	1	1	1				1	1	1	1				1		
4584	4	2	4	TN		1		1			1		1							
4601	4	1	2	NC	1			1			1			1			1		1	
4773	1	2	2	RI		1		1			1	1	1	1						
4806	4	2	3	IL	1	1	1				1	1	1							1
4814	4	1	4	AL		1	1	1			1	1	1	1						
4821	1	1	4	NY	1	1	1	1			1	1	1	1				1		
4839	1	2	2	UT	1		1				1	1	1				1		1	
4845	4	1	2	PA	1	1	1	1			1	1	1	1						
4846	4	1	2	NC		1	1				1	1	1	1						
4848	3	2	2	NJ	1		1	1					1	1			1			
4868	4	2	3	GA			1	1			1	1		1						
4904	4	1	2	IL	1	1	1	1			1	1	1	1			1			
4923	4	2	3	NY	1			1						1			1	1		
4932	4	1	3	MI	1	1	1	1			1	1	1	1			1	1	1	
4948	2	2	3	MD	1		1	1			1	1	1	1			1	1	1	1
4955	2	1	2	TX	1	1	1	1			1	1	1	1						
4978	2	1	2	MI		1	1				1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
4500	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
4504	1	1			1	1	1	1	1	1			1	1	1		1		
4525	1	1			1				1	1			1			1	1		
4560	1					1			1	1									
4584						1			1				1			1	1		
4601		1					1			1				1	1			1	
4773						1			1					1		1			
4806					1			1											
4814					1	1	1			1			1	1	1				
4821	1	1				1	1		1	1			1	1	1	1	1		
4839	1				1			1	1										
4845		1								1			1						
4846					1	1	1	1		1									
4848		1												1				1	
4868									1	1			1	1	1		1		
4904	1				1	1			1				1	1		1	1	1	
4923	1																		
4932	1	1			1	1	1	1	1	1			1	1			1	1	
4948	1	1			1	1				1			1	1	1		1	1	
4955		1			1	1	1	1	1	1									
4978					1	1		1	1	1									

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
4500		1	1	1	1	1	1			6	question	question	1	1	1
4504		1	1	1		1				6	quality	quality	1	1	1
4525		1			1	1				6	survey	survey	1	1	1
4560		1	1	1	1					6	question	question	1	1	1
4584										6	check	check	1	1	1
4601			1	1			1			6	check	check	1	1	1
4773		1	1		1					6	survey	survey	1	1	1
4806										6	quality	quality	1	1	1
4814		1	1	1	1	1				6	quality	quality	1	1	1
4821		1	1	1	1	1				6	quality	quality	1	1	1
4839										6	question	question	1	1	1
4845		1								6	check	check	1	1	1
4846		1		1	1	1				6	check	check	1	1	1
4848			1			1	1			6	check	check	1	1	1
4868			1	1		1				6	question	question	1	1	1
4904		1	1	1	1	1	1			6	question	question	1	1	1
4923	1				1		1			6	Question	question	1	1	1
4932		1	1	1	1	1	1			6	check	check	1	1	1
4948			1	1			1			6	survey	survey	1	1	1
4955	1	1	1			1				6	check	check	1	1	1
4978		1		1	1	1				6	quality	quality	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
4500	Don't know	Don't know/No opinion	
4504	StockX Vault	StockX	Because it seems like that's who made it, I don't see another sellers information
4525	StockX Vault	StockX	Because it's in the title before the name of the branded sneaker
4560	StockX	StockX	Because it says stockx token is proof of ownership
4584	Stock X vault	StockX	It's stated above the product description
4601	Don't know	Don't know/No opinion	
4773	Nike Dunks	Nike	because it states it in the description
4806	Nike	Nike	Is that the brand name at the top of the page
4814	StockX	StockX	They are the highlighted company
4821	Don't know	Don't know/No opinion	
4839	stockx	StockX	I just think that's who created it.
4845	StockX	StockX	The website says it is a stockx vault nft, making me think they created it.
4846	StockX	StockX	It's clear from the product description
4848	StockX	StockX	They own the website so they are probably selling the NFT directly
4868	Stockx	StockX	That's the name on website
4904	Nike, Opening	Nike	Openly, shown on the page, header.
4923	Nike	Nike	I see that is on the title of the product and also it is the logo on the sneaker
4932	StockX	StockX	Because it's from StockX and they are the brand making the sell.
4948	nike	Nike	Don't know
4955	StockX	StockX	It is shown in the product description section.
4978	StockX	StockX	It's part of the name of the NFT

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
4500		Don't know	Don't know/No opinion
4504	Nothing else	Nike	Nike
4525	Nothing else	Nike	Nike
4560	Nothing else	Nike	Nike
4584	None that I see	Stock X	StockX
4601		Nike	Nike
4773	Nothing else	Nike	Nike
4806	Nothing else	Nike	Nike
4814	Nothing else	Nike	Nike
4821		jordans	Nike
4839	Nothing else	Nike	Nike
4845	Nothing else	Nike	Nike
4846	Also the fine print clearly mentions no relation with Nike	Nike	Nike
4848	Nothing else	Nike	Nike
4868	No	Nike	Nike
4904	Nothing else	Nike, Opening	Nike
4923	Nothing else	Nike	Nike
4932	It states something in the description about the StockX NFT	Nike	Nike
4948		Don't know	Don't know/No opinion
4955	Nothing else	Nike	Nike
4978	Nothing else	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
4500						1	T
4504	Because the title says that it is a Nike shoe	Nothing else				1	C
4525	It's called Nike Dunk Low Retro sneaker	No, I mean it's clearly labelled why would I need to look at further for what it's called				1	C
4560	It clearly says it's the brand and logo on the shoe	Nothing else				1	T
4584	It's highlighted in the top corner in bold letters	None that I see				1	T
4601	The disclaimer said the NFT is not associated or any relationship with Nike.	Nothing else				1	T
4773	Nike Dunk Low Retro	Nothing else				1	C
4806	It States the brand and color of the shoe at the top	No there isn't				1	T
4814	It says so in the description	Nothing else				1	C
4821	Saw the name on the other site	Nothing else				1	C
4839	Because it's by the brand Nike	Nothing else				1	C
4845	It states that it is a Nike sneaker and the logo is Nike.	Nothing else				1	T
4846	It's in the name and fine print	No				1	T
4848	The product description talks about Nike Dunks	Nothing else				1	T
4868	Because of the name of the shoes	Jus the design of the shoe				1	C
4904	The brand name is, described openly.	Nothing else				1	C
4923	It is said on the name of the product selling	Nothing else				1	T
4932	The Nike symbol on the shoe itself.	Nothing else				1	T
4948						1	T
4955	The name of the shoe is shown at the top of the page and it includes the brand.	Nothing else				1	T
4978	It's included in the name of the snealer.	Nothing else				1	C

Appendix G: Data Listing

ID	StartTime	EndTime
4500	5/23/2023 15:09	5/23/2023 15:26
4504	5/23/2023 15:10	5/23/2023 15:14
4525	5/23/2023 15:10	5/23/2023 15:24
4560	5/23/2023 15:11	5/23/2023 15:18
4584	5/23/2023 15:40	5/23/2023 15:49
4601	5/23/2023 15:41	5/23/2023 15:50
4773	5/23/2023 16:12	5/23/2023 16:30
4806	5/23/2023 16:36	5/23/2023 16:52
4814	5/23/2023 16:42	5/23/2023 16:50
4821	5/23/2023 16:42	5/23/2023 16:45
4839	5/23/2023 16:43	5/23/2023 17:00
4845	5/23/2023 16:43	5/23/2023 16:52
4846	5/23/2023 16:43	5/23/2023 16:49
4848	5/23/2023 16:43	5/23/2023 16:49
4868	5/23/2023 16:44	5/23/2023 16:54
4904	5/23/2023 16:45	5/23/2023 16:55
4923	5/23/2023 17:13	5/23/2023 17:21
4932	5/23/2023 17:13	5/23/2023 17:19
4948	5/23/2023 17:14	5/23/2023 17:18
4955	5/23/2023 17:14	5/23/2023 17:21
4978	5/23/2023 17:14	5/23/2023 17:21

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
5017	4	1	3	NY	1	1	1	1			1	1	1	1				1		
5027	2	1	3	VA	1	1	1	1			1	1	1	1			1	1	1	
5036	4	2	3	FL		1		1			1	1	1	1						
5052	4	2	3	TX	1			1						1						
5122	4	2	3	TX		1	1				1	1	1							
5145	4	2	2	CO			1	1			1		1	1						
5148	1	2	3	OH		1	1				1	1	1							
5190	2	2	4	TX	1		1	1				1	1	1				1		
5220	1	1	2	TN	1	1	1	1			1	1	1	1				1		
5256	1	2	4	FL			1	1			1	1	1	1						
5267	4	1	4	MI	1	1	1				1	1	1				1			
5312	4	1	3	AL	1	1	1				1	1	1				1			1
5318	4	1	3	CA		1	1				1	1	1	1						
5331	4	1	3	TX	1	1	1	1			1	1	1	1			1		1	
5353	1	1	3	MO	1	1	1	1			1	1	1	1						
5392	2	1	3	OH	1	1	1					1	1				1			1
5395	2	1	3	TX	1	1	1	1			1	1	1							
5405	4	1	3	NC	1	1	1	1			1	1	1	1				1	1	1
5419	4	2	2	FL	1	1						1					1			

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
5017		1			1	1	1	1	1	1			1	1	1	1	1	1	
5027	1	1			1	1	1		1	1			1	1	1		1	1	
5036					1	1	1			1			1		1	1			
5052	1												1		1	1	1		
5122					1					1									
5145									1				1				1		
5148					1			1		1									
5190		1											1	1		1			
5220	1	1			1	1			1	1			1	1		1			
5256					1		1			1			1		1			1	
5267	1				1				1										
5312		1			1	1	1	1	1	1									
5318					1		1			1									
5331	1				1		1	1	1	1			1	1		1		1	
5353		1								1			1						
5392																			
5395		1							1	1			1	1				1	
5405	1	1				1	1	1	1	1				1			1		
5419		1																	

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
5017		1	1							6	check	check	1	1	1
5027		1	1	1	1	1	1			6	quality	quality	1	1	1
5036		1		1	1					6	Question	question	1	1	1
5052		1		1	1	1				6	quality	quality	1	1	1
5122										6	question	question	1	1	1
5145				1	1	1				6	Survey	survey	1	1	1
5148										6	quality	quality	1	1	1
5190		1	1		1					6	survey	survey	1	1	1
5220		1	1		1					6	check	check	1	1	1
5256		1	1	1	1					6	question	question	1	1	1
5267										6	quality	quality	1	1	1
5312										6	quality	quality	1	1	1
5318		1	1	1	1					6	quality	quality	1	1	1
5331		1	1	1	1	1	1			6	check	check	1	1	1
5353		1	1			1				6	survey	survey	1	1	1
5392										6	question	question	1	1	1
5395										6	survey	survey	1	1	1
5405		1	1			1				6	quality	quality	1	1	1
5419										6	Survey	survey	1	1	1



Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
5017	Don't know	Don't know/No opinion	
5027	Stock X	StockX	its at the top so I guess its their page
5036	Stockx	StockX	The headline
5052	Stockx	StockX	It says stock x vault nft
5122	Nike	Nike	The shoe is from the brand
5145	Stockx	StockX	Their name is on the page
5148	stock X	StockX	the name on the top and bottom of the website
5190	StockX and Nike	Nike	The names and logos.
5220	Don't know	Don't know/No opinion	
5256	StockX	StockX	Because it says StockX is the owner
5267	Stockx	StockX	It says it on the page
5312	StockX	StockX	Because it's available on the StockX platform
5318	Don't know	Don't know/No opinion	
5331	Nike	Nike	They have this brand logo
5353	stockx	StockX	because it states the stockx vault nft in product description
5392	stock X	StockX	Clearly stated on the product details
5395	stockX	StockX	because It represents one of their shoes that they have in their vault.
5405	StockX	StockX	Because it says it is a StockX token
5419	StockX	StockX	The website itself makes it appear that they're a company who partners with other companies to produce these NFTs, and the product description mentions that the NFT gets stored in the StockX Vault. I would assume the company StockX created the NFT.

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
5017		Nike	Nike
5027	Nothing else	stock x	StockX
5036	Nothing else	Nike	Nike
5052	Nothing else	Nike	Nike
5122	Nothing else	Don't know	Don't know/No opinion
5145	Nothing else	Nike	Nike
5148	2023 stock X all rights reserved	nike	Nike
5190	Nothing else	Nike	Nike
5220		NIKE	Nike
5256	Nothing else	Nike	Nike
5267	No	Nike	Nike
5312	Nothing else	Nike	Nike
5318		Don't know	Don't know/No opinion
5331	Nothing else	Nike	Nike
5353	Nothing else	nike	Nike
5392	No any other reason	Nike	Nike
5395	Nothing else	nike	Nike
5405	Nothing else	Nike	Nike
5419	Nothing else	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
5017	It said it was the Nike dunk	Nothing else				1	C
5027	its all I saw, that was the best guess, could be others I guess	Nothing else				1	C
5036	It says so	Nothing else				1	C
5052	It says Nike dunk low retro	Nothing else				1	C
5122						1	T
5145	Their check mark logo is on the shoe	The shoe is labeled  Nike dunk low retro 				1	T
5148	the shoe logo and the product description	nike brand name is mention on the website many times.				1	T
5190	The brand name and logo.	Nothing else				1	T
5220	It has the word Nike in it.	Nothing else				1	C
5256	Because the brand name is used in the description	Nothing else				1	C
5267	It says Nike dunk low retro	No				1	C
5312	Because it is a Nike product	Nothing else				1	C
5318						1	C
5331	The logo is standings	Nothing else				1	T
5353	because they are nike dunk	Nothing else				1	T
5392	The Nike symbol and trade mark was visible on the sneaker	No				1	T
5395	Because in the description, it talks about how the shoe was released on a certain day by Nike, and that it's in Nike shoe.	Nothing else				1	T
5405	Because they are advertising Nike products	It shows all Nike products				1	C
5419	Nike is referenced in the product heading, and it has the check on the side, so I would assume it would have been created by Nike.	Nothing else				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
5017	5/23/2023 17:15	5/23/2023 17:24
5027	5/23/2023 17:31	5/23/2023 17:43
5036	5/23/2023 17:44	5/23/2023 17:50
5052	5/23/2023 17:45	5/23/2023 17:52
5122	5/23/2023 18:14	5/23/2023 18:18
5145	5/23/2023 18:15	5/23/2023 18:21
5148	5/23/2023 18:15	5/23/2023 18:23
5190	5/23/2023 18:17	5/23/2023 18:23
5220	5/23/2023 18:36	5/23/2023 18:53
5256	5/23/2023 18:47	5/23/2023 18:52
5267	5/23/2023 18:47	5/23/2023 18:57
5312	5/23/2023 18:49	5/23/2023 18:55
5318	5/23/2023 18:49	5/23/2023 18:57
5331	5/23/2023 19:08	5/23/2023 19:17
5353	5/23/2023 19:17	5/23/2023 19:29
5392	5/23/2023 19:21	5/23/2023 19:30
5395	5/23/2023 19:22	5/23/2023 19:30
5405	5/23/2023 19:23	5/23/2023 19:36
5419	5/23/2023 19:25	5/23/2023 19:34

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
5422	4	1	2	OH	1	1		1					1	1						
5432	4	2	2	AR			1	1			1	1	1	1						
5465	4	1	3	MO	1		1				1		1	1				1	1	
5484	4	1	2	FL		1	1	1			1	1	1	1						
5507	2	1	3	TX		1	1				1	1	1							
5515	2	1	3	CA	1	1		1			1	1		1					1	
5523	4	1	3	IN	1	1	1	1			1	1	1	1				1		1
5562	2	1	2	IN		1	1	1			1	1	1							
5569	4	2	2	MO	1	1	1	1			1	1	1	1			1		1	
5576	1	1	3	AL						1	1									
5577	4	1	3	MD	1	1	1	1				1	1	1				1	1	1
5580	2	1	3	TX	1	1	1	1			1	1	1	1			1	1	1	
5615	4	2	2	NC	1	1	1	1			1	1	1	1			1		1	
5621	1	1	3	GA	1		1						1				1			
5656	2	1	3	KS	1	1	1	1			1	1	1	1				1		
5727	4	1	3	AL	1	1	1	1				1	1	1						
5777	4	1	2	MN	1	1	1	1			1	1	1	1			1	1		
5795	4	1	2	IL	1	1	1	1				1	1	1					1	1
5836	3	1	3	WA	1	1	1				1	1	1				1			1

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
5422		1											1			1	1		
5432							1		1				1	1		1			
5465		1				1			1	1									
5484										1			1						
5507					1	1			1	1									
5515		1					1			1			1						
5523	1	1				1			1	1			1	1		1	1	1	
5562										1			1				1		
5569	1						1	1	1				1			1			
5576					1														
5577	1												1	1			1		
5580	1				1	1	1		1	1			1	1	1		1		
5615	1				1				1	1			1	1	1		1		
5621		1																	
5656	1					1			1	1			1	1					
5727	1												1	1					
5777	1				1	1	1		1				1	1		1			
5795	1												1	1	1		1	1	
5836		1			1			1		1									

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
5422		1			1					6	quality	quality	1	1	1
5432		1	1		1	1				6	survey	survey	1	1	1
5465		1	1							6	quality	quality	1	1	1
5484		1				1				6	check	check	1	1	1
5507										6	question	question	1	1	1
5515		1								6	question	question	1	1	1
5523		1	1		1	1				6	question	question	1	1	1
5562										6	quality	quality	1	1	1
5569					1					6	question	question	1	1	1
5576										6	check	check	1	1	1
5577		1	1			1				6	Question	question	1	1	1
5580		1	1	1		1				6	check	check	1	1	1
5615		1	1	1	1	1				6	quality	quality	1	1	1
5621										6	question	question	1	1	1
5656		1	1							6	check	check	1	1	1
5727		1	1							6	Question	question	1	1	1
5777		1	1		1					6	question	question	1	1	1
5795		1				1				6	check	check	1	1	1
5836										6	Survey	survey	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
5422	StockX	StockX	It says ♦StockX♦ vault NFT in the title, associating the NFT part with stockx
5432	Stock x	StockX	It♦s on their site
5465	Nike	Nike	Because on the first part, at the top, is says "Nike".
5484	Don't know	Don't know/No opinion	
5507	Stockx	StockX	I see the logo of the company
5515	Don't know	Don't know/No opinion	
5523	StockX	StockX	It says underneath
5562	im sure the company is stockx that is responsible	StockX	im very observent when it comes to paying attention to shit bitch
5569	Nike	Nike	Because they're the ones named in the title description in the repair of Nike shoes so it's kind of obvious
5576	Nike	Nike	Because it is the brand of the sneaker
5577	Nike	Nike	The Nike logo on the shoes.
5580	Nike	Nike	the main website has the accurate it inomratin to show me are a Nike Brand
5615	Nike	Nike	they made the shoe, StockX is reselling it o line
5621	stockx	StockX	Don't know
5656	StockX	StockX	Again, it is so stated above.
5727	StockX	StockX	It is for a nike shoe and nike doesn't have any nft's
5777	Nike	Nike	I just feel like they have a great perception on the whole nft thing
5795	StockX	StockX	It's in the name
5836	Nike	Nike	The shoe brand is Nike which leads me to believe the NFT was created by them.

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
5422	It says stockx at the top of the screen	Nike	Nike
5432	It says do in the picture	Nike	Nike
5465	That was the only reason that I can see.	Nike	Nike
5484		Nike	Nike
5507	None	Nike	Nike
5515		Nike	Nike
5523	It shows on the page	Nike	Nike
5562	no not at all it was perfect	stockx	StockX
5569	Nothing else	Nike	Nike
5576	There seems to be more product from the same brand	Nike	Nike
5577	No	Nike	Nike
5580	Nothing else	Nike	Nike
5615	Nothing else	jordan	Nike
5621		Don't know	Don't know/No opinion
5656	Nothing else	Nike	Nike
5727	It says "this stockx vault nft"	Nike	Nike
5777	Nothing else	Nike	Nike
5795	Nothing else	Nike	Nike
5836	The other reason is because Nike is included in the title.	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
5422	The title says Nike Dunk which is a Nike brand/style. It also explains in the description this is a Nike shoe.	The fine print makes it clear nike owns the trademark on the shoe, so its their shoe				1	C
5432	The shoes are Nike dunk retros	It's very clear from titles of item on tickets				1	C
5465	Because it says Nike at the top.	There are no other reasons.				1	C
5484	Because they're showing me a dunk low which is one of Nikes signature shoes	Nothing else				1	C
5507	I saw logo on the dhoes	None				1	T
5515	Because the description talks about how Nike created the sneaker in 2021.	Nothing else				1	C
5523	The swoosh symbol is on it	The design is similar				1	T
5562	it clearly states previously that this is a mobile app bys tock x	no not at all im positive				1	T
5569	Because there are a pair of Nike brand shoes	Nothing else				1	C
5576	Because it is a Nike...	No				1	T
5577	The swoosh on the shoe	The Nike logo				1	T
5580	are to be collectible on NFT way	Nothing else				1	C
5615	the name	Nothing else				1	C
5621						1	C
5656	It's the brand name. It states that in the description.	Nothing else				1	T
5727	It says so, the sneaker is a Nike dunk	No it clearly says the sneaker is a nike dunk low				1	C
5777	I just feel like they have a great perception of the whole thing	Nothing else				1	C
5795	I recognize the slogan on the shoe	Nothing else				1	T
5836	It is Nike because the Nike swoop logo is emblazoned on the sneaker.	The title clearly states it.				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
5422	5/23/2023 19:26	5/23/2023 19:43
5432	5/23/2023 19:48	5/23/2023 19:57
5465	5/23/2023 19:54	5/23/2023 20:01
5484	5/23/2023 19:59	5/23/2023 20:03
5507	5/23/2023 20:04	5/23/2023 20:07
5515	5/23/2023 20:06	5/23/2023 20:11
5523	5/23/2023 20:11	5/23/2023 20:17
5562	5/23/2023 20:23	5/23/2023 20:35
5569	5/23/2023 20:24	5/23/2023 20:28
5576	5/23/2023 20:27	5/23/2023 20:31
5577	5/23/2023 20:27	5/23/2023 20:31
5580	5/23/2023 20:27	5/23/2023 20:42
5615	5/23/2023 20:38	5/23/2023 20:43
5621	5/23/2023 20:40	5/23/2023 20:45
5656	5/23/2023 21:09	5/23/2023 21:13
5727	5/23/2023 21:28	5/23/2023 21:36
5777	5/23/2023 21:32	5/23/2023 21:38
5795	5/23/2023 21:52	5/23/2023 21:56
5836	5/23/2023 21:55	5/23/2023 22:04

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
5875	4	1	3	VA		1	1				1	1	1							
5900	4	1	2	TN	1	1	1	1				1	1	1				1	1	
5923	1	1	5	IL						1	1	1	1	1						
5989	4	2	2	NV	1	1	1				1	1	1							
5991	4	1	4	OR	1			1			1			1					1	
5999	4	1	3	AZ	1	1	1	1				1	1							
6038	2	1	2	KY	1	1	1				1	1	1						1	
6086	2	1	2	NY	1	1					1	1		1				1	1	
6096	1	1	4	OH				1			1	1	1	1						
6102	4	2	2	MI	1	1					1	1	1	1			1		1	
6170	2	1	3	DC		1	1				1	1	1							
6224	4	1	3	MI	1	1	1	1			1	1	1	1			1	1	1	
6268	4	2	2	VA	1	1	1	1			1	1	1	1						
6270	4	1	2	FL						1	1	1	1							
6282	1	2	2	AZ	1	1	1				1	1		1						
6288	1	1	3	IL	1	1	1	1			1	1	1	1			1			
6356	4	2	2	MS	1	1	1	1				1	1				1	1		
6375	2	1	2	NJ	1		1	1			1		1	1				1		
6423	2	1	3	CA	1		1	1			1	1	1				1	1		
6441	2	1	3	FL	1	1	1	1			1	1	1	1				1	1	

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
5875					1	1	1	1		1									
5900	1	1											1	1	1		1		
5923												1							
5989	1	1			1	1	1	1	1										
5991					1		1						1	1		1			
5999	1												1	1	1				
6038	1				1		1		1										
6086		1			1	1	1												
6096								1						1	1	1			
6102					1		1			1									
6170					1		1	1											
6224	1	1			1	1	1	1	1	1			1	1	1	1	1		
6268	1	1					1		1	1				1		1			
6270					1	1		1	1	1									
6282	1				1	1													
6288	1				1				1				1	1			1	1	
6356	1												1	1					
6375	1	1			1	1	1		1	1			1	1	1	1	1		
6423	1	1			1				1	1			1	1		1	1	1	
6441	1	1			1	1	1	1	1	1			1	1	1	1	1		

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
5875										6	Check	check	1	1	1
5900		1	1	1		1				6	check	check	1	1	1
5923		1		1	1					6	quality	quality	1	1	1
5989										6	Question	question	1	1	1
5991		1	1		1					6	Quality	quality	1	1	1
5999										6	Quality	quality	1	1	1
6038										6	question	question	1	1	1
6086		1	1		1	1				6	check	check	1	1	1
6096		1	1	1	1	1	1			6	survey	survey	1	1	1
6102		1		1	1	1	1			6	check	check	1	1	1
6170										6	quality	quality	1	1	1
6224		1	1	1	1	1	1			6	quality	quality	1	1	1
6268		1	1		1					6	check	check	1	1	1
6270										6	Check	check	1	1	1
6282			1				1			6	check	check	1	1	1
6288		1	1			1	1			6	survey	survey	1	1	1
6356										6	survey	survey	1	1	1
6375		1	1			1	1			6	question	question	1	1	1
6423										6	question	question	1	1	1
6441		1	1	1	1	1	1			6	survey	survey	1	1	1


Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
5875	StockX	StockX	The name St kX is in the top left corner representing the name of the company that runs this site. It is also named on the black box with a list of products offered and in the description StockX says they own the service, not the shoes
5900	Don't know	Don't know/No opinion	
5923	StockX	StockX	Based on the ad
5989	Nike	Nike	Its says Nike nft
5991	Stockx	StockX	It is on every nft pictured
5999	Nike	Nike	I see the words Nike Dunk
6038	Stock X	StockX	Its below the title
6086	Nike	Nike	It has it so its not hard to tell
6096	Don't know	Don't know/No opinion	
6102	StockX	StockX	Because since it's not affiliated with Nike it is only there to represent ownership
6170	nike	Nike	the fingerprint is all over the artwork on the shoe and the shoe has that signature Jordan design
6224	StockX	StockX	Because this is their website, and it says NTF next to the items.
6268	StockX	StockX	Because it is listed in the description
6270	Stockx	StockX	Because it's posted on there website
6282	nike	StockX	well actually it should be stockx
6288	Stock X	StockX	The word Stock X is in the upper left hand corner so it looks like that's the company.
6356	stockx	StockX	it's in the title
6375	Don't know	Don't know/No opinion	
6423	Stock x	StockX	Their name is on the website.
6441	Nike	Nike	Because it clearly shows that Nike is the brand.

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
5875	It is mentioned in the fine print as well	Nike	Nike
5900		StockX	StockX
5923	Not sure	Nike	Nike
5989	Nothing else	StockX	StockX
5991	There logo is clear	Nike	Nike
5999	Nope those are my reasons	Nike	Nike
6038	Its on the stock x website.	Nike	Nike
6086	Nothing else	NFT	Other
6096		Nike	Nike
6102	Nothing else	Nike	Nike
6170	none	nike	Nike
6224	Because the item is called StockX vault NTF.	Nike	Nike
6268	Nothing else	Nike	Nike
6270	No	Nike	Nike
6282	i can see it right there	nike	Nike
6288	Nothing else	Nike	Nike
6356	Nothing else	Nike	Nike
6375		jordan	Nike
6423	Nothing else	Nike	Nike
6441	no other reason.	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
5875	Well for one it has the Nike logo on it, secondly, it literally says  Nike Dunk Low Black and White	It says in the product description that it is a Nike shoe, when it was released etc. it also gives the ownership to Nike saying the Vault only uses the name to reference the product and says visit Nike. Com for more info				1	T
5900	Logo	Nothing else				1	C
5923	On the ad	none				1	C
5989	Because that seems to be the name of the site.	Nothing else				1	T
5991	The Nike logo	Just the logo which brand recognizable				1	T
5999	Because Dunks are made by Nike	Nope				1	C
6038	It has the Nike logo on the shoe.	It says Nike in the title.				1	T
6086	Its the Dunk low part after it	Nothing else				1	C
6096	Because it says so.	Nothing else				1	T
6102	I said Nike because the logo on the side of the shoe is the Nike logo	Nothing else				1	T
6170	they have a very signature design that I recognizes	none				1	C
6224	Because the brand of sneaker says Nike.	The picture also says Nike.				1	C
6268	Because it is the brand of she	Nothing else				1	C
6270	The shoe is labeled Nike dunk sb	No that's all				1	C
6282	the swoosh belongs to Nike	No. the swoosh is the signature for Nike				1	T
6288	I read it in the product details.	Nothing else				1	T
6356	the logo	Nothing else				1	T
6375	I found that the style of shoes matches what I am seeing in this survey.	Nothing else				1	C
6423	Nike is in the website.	Nothing else				1	T
6441	Because that is what is written on the description.	No other reason.				1	C

ID	StartTime	EndTime
5875	5/23/2023 21:59	5/23/2023 22:11
5900	5/23/2023 22:23	5/23/2023 22:30
5923	5/23/2023 22:25	5/23/2023 22:29
5989	5/23/2023 22:33	5/23/2023 22:45
5991	5/23/2023 22:33	5/23/2023 22:45
5999	5/23/2023 22:54	5/23/2023 22:58
6038	5/23/2023 22:58	5/23/2023 23:02
6086	5/23/2023 23:06	5/23/2023 23:11
6096	5/23/2023 23:24	5/23/2023 23:35
6102	5/23/2023 23:25	5/23/2023 23:51
6170	5/23/2023 23:35	5/24/2023 0:51
6224	5/23/2023 23:59	5/24/2023 0:08
6268	5/24/2023 0:10	5/24/2023 0:14
6270	5/24/2023 0:11	5/24/2023 0:15
6282	5/24/2023 0:13	5/24/2023 0:19
6288	5/24/2023 0:14	5/24/2023 0:23
6356	5/24/2023 1:01	5/24/2023 1:12
6375	5/24/2023 1:34	5/24/2023 1:51
6423	5/24/2023 2:22	5/24/2023 2:32
6441	5/24/2023 2:49	5/24/2023 2:59

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ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
6472	4	1	4	OK				1			1		1	1						
6476	4	1	4	NJ		1	1				1	1	1							
6488	1	1	2	ME	1	1		1			1	1		1				1	1	
6491	2	1	2	TX				1			1	1	1	1						
6506	2	1	4	CA		1					1	1	1							
6529	1	1	3	TX	1	1	1	1			1	1	1	1						1
6566	2	1	2	CA	1	1	1	1			1	1	1	1			1			
6567	4	1	2	PA	1	1	1					1	1				1		1	
6575	2	1	4	WI	1	1	1	1			1	1	1	1				1		
6576	4	1	3	CA		1	1				1	1	1							
6582	4	1	3	VA	1	1		1					1				1	1	1	
6592	4	1	2	VA	1		1	1			1	1	1	1					1	1
6595	4	1	3	MN		1		1			1	1		1						
6622	4	1	3	VA	1			1						1				1		
6643	4	1	3	NV	1	1	1	1			1	1	1	1					1	1
6655	1	1	3	VA	1	1	1	1			1	1	1	1						
6659	2	1	3	DE	1	1		1			1	1		1			1	1	1	
6686	1	1	4	OH	1	1	1	1			1	1	1	1				1	1	
6709	4	2	2	NJ		1	1	1			1	1	1	1						
6782	2	1	5	NV	1	1	1	1			1	1	1	1			1	1		
6789	4	2	3	WI				1			1		1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
6472						1	1							1	1				
6476					1				1										
6488	1	1			1	1	1			1			1	1	1		1		
6491						1	1	1	1	1			1			1	1		
6506					1			1	1	1									
6529	1	1						1	1	1			1	1	1		1		
6566	1	1			1				1	1			1	1		1	1	1	
6567	1	1																	
6575	1	1				1			1	1			1	1	1		1	1	
6576					1		1		1										
6582													1		1	1	1		
6592	1	1				1	1	1	1	1			1	1	1				
6595								1					1			1			
6622													1				1	1	
6643		1			1	1	1	1		1			1	1			1	1	
6655		1								1			1		1		1		
6659					1	1	1						1	1	1	1	1		
6686	1	1			1	1	1	1	1	1			1	1	1		1	1	
6709						1							1		1	1	1	1	
6782		1			1	1		1		1			1	1					
6789					1			1								1		1	

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
6472		1	1	1		1				6	question	question	1	1	1
6476										6	quality	quality	1	1	1
6488				1		1				6	check	check	1	1	1
6491		1	1			1				6	quality	quality	1	1	1
6506										6	quality	quality	1	1	1
6529		1	1	1		1				6	survey	survey	1	1	1
6566		1	1		1	1	1			6	survey	survey	1	1	1
6567										6	Survey	survey	1	1	1
6575		1	1	1		1	1			6	survey	survey	1	1	1
6576										6	question	question	1	1	1
6582										6	question	question	1	1	1
6592		1		1	1					6	Quality	quality	1	1	1
6595		1								6	Check	check	1	1	1
6622						1	1			6	Quality	quality	1	1	1
6643			1		1	1	1			6	Check	check	1	1	1
6655		1		1		1				6	check	check	1	1	1
6659		1	1	1	1	1				6	check	check	1	1	1
6686		1	1	1	1	1	1			6	question	question	1	1	1
6709		1		1	1		1			6	Quality	quality	1	1	1
6782		1	1							6	check	check	1	1	1
6789		1								6	quality	quality	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
6472	Nike	Nike	It is a Nike branded shoe
6476	StockX	StockX	Clearly stated
6488	StockX	StockX	It is shown many times in various locations.
6491	Don't know	Don't know/No opinion	
6506	Kevin McCoy	Other	Nike is the product that is mentioned in the aforementioned ad.
6529	StockX	StockX	Because it's name is listed at the very bottom of this page that states "2023 StockX. All Rights Reserved"
6566	none	Other	i didnt see any
6567	Stockx	StockX	Because it is a stock x nft
6575	Stock X	StockX	Stock X is listed at the top. Each NFT is listed as being from the Stock X Vault. Stock X is listed in several other areas.
6576	Nike	Nike	I say they are the creators as they specifically sell their own brand of shoes
6582	Nike	Nike	All item sell is Nike product
6592	Nike	Nike	The Nike check logo
6595	Nike	Nike	The shoe brand
6622	StockX	StockX	The NFT is for the storage of the shoe. StockX creates the NFT to track the shoe.
6643	Stockx	StockX	Their logo is at the top
6655	StockX	StockX	The disclaimer clearly states it is not affiliated with Nike
6659	stockx	StockX	it clearly says so
6686	Nike	Nike	because they are Nike shoes
6709	Stock X	StockX	It is the name of the logo
6782	StockX	StockX	it says so on the page
6789	Stockx	StockX	It says it's name at the top of the page.

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
6472	Nothing else	Nike	Nike
6476	Nothing else	Nike	Nike
6488	I believe I have heard the name before.	Nike	Nike
6491		nike	Nike
6506	No	Nike	Nike
6529	Nothing else	Nike	Nike
6566	nope	nike	Nike
6567	Nothing else	Nike	Nike
6575	Stock X is listed in the black shaded inventory guide.	Nike	Nike
6576	No other reason at all	Don't know	Don't know/No opinion
6582	Nothing else	Don't know	Don't know/No opinion
6592	Shows the Nike name	Nike	Nike
6595	Drive up the prices of their own	Nike	Nike
6622	No other reason	Nike	Nike
6643	None I can think of	Nike	Nike
6655	Nothing else	Nike	Nike
6659	not at all	nike	Nike
6686	Nothing else	Nike	Nike
6709	No	Nike	Nike
6782	no	nike	Nike
6789	Nothing else	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
6472	It is a Nike branded shoe	Nothing else				1	T
6476	Says so in the description and the Nike swoosh on the shoe	Nothing else				1	T
6488	It says Nike Dunk Low Retro White Black shoes.	No just the name is enough.				1	C
6491	name alone says it all.	Nothing else				1	C
6506	Air Jordan is manufactured by Nike. And Jordan is created by Nike.	No other reasons with exception of other Nike products.				1	C
6529	Because it has their famous check mark symbol. No other sneaker brand can legally use it	Nothing else				1	T
6566	it says so	nope				1	T
6567	Because it is a Nike sneaker	Nothing else				1	T
6575	Nike Dunk Low Retro is listed on the Stock X Vault label.	Nike Dunk Low Retro White Black is listed in the title description.				1	C
6576						1	C
6582						1	C
6592	Shows it's a Nike shoe	Clearly nike				1	T
6595	The swoosh logo	Not really				1	T
6622	The description of the sneaker is a Nike Dunk Low	The description indicates the trademarks are owned by Nike.				1	C
6643	It has the symbol	None I can see clear				1	T
6655	It is authenticated as real	Nothing else				1	T
6659	it clearly says its a nike sneaker	not really				1	C
6686	because they are Nike shoes	Nothing else				1	C
6709	It has the symbol	Nothing else				1	T
6782	it says so on the page	Nothing else				1	C
6789	It says Nike on the description and the logo on the show is a check mark.	Nothing else				1	T

ID	StartTime	EndTime
6472	5/24/2023 3:24	5/24/2023 3:30
6476	5/24/2023 3:27	5/24/2023 3:33
6488	5/24/2023 3:39	5/24/2023 3:53
6491	5/24/2023 3:40	5/24/2023 4:09
6506	5/24/2023 3:58	5/24/2023 4:06
6529	5/24/2023 4:34	5/24/2023 4:55
6566	5/24/2023 5:25	5/24/2023 5:29
6567	5/24/2023 5:27	5/24/2023 5:31
6575	5/24/2023 5:37	5/24/2023 6:07
6576	5/24/2023 5:38	5/24/2023 5:56
6582	5/24/2023 5:45	5/24/2023 5:50
6592	5/24/2023 6:02	5/24/2023 6:22
6595	5/24/2023 6:04	5/24/2023 6:09
6622	5/24/2023 6:34	5/24/2023 6:49
6643	5/24/2023 7:15	5/24/2023 7:28
6655	5/24/2023 7:33	5/24/2023 7:37
6659	5/24/2023 7:46	5/24/2023 7:51
6686	5/24/2023 9:15	5/24/2023 9:26
6709	5/24/2023 9:16	5/24/2023 9:20
6782	5/24/2023 9:44	5/24/2023 9:54
6789	5/24/2023 9:44	5/24/2023 9:48

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
6868	1	2	2	MA				1			1	1	1	1						
6915	4	2	3	MI	1	1	1	1			1	1	1					1		
6934	4	2	3	NY	1			1			1	1	1	1			1	1		1
7028	4	2	2	CT		1		1			1	1		1						
7044	3	2	2	CA		1	1				1	1	1							
7083	4	2	2	MI	1	1	1	1			1	1	1	1			1		1	
7091	4	1	3	NJ	1	1	1	1			1	1	1				1			1
7134	4	1	3	CA	1	1	1	1			1	1	1	1					1	1
7137	2	1	2	MD	1	1	1	1			1	1	1							
7148	4	2	2	PA						1	1			1						
7180	1	1	5	PA		1	1	1			1	1	1	1						
7188	2	1	2	TX		1	1	1			1	1	1	1						
7216	2	1	2	TX	1	1		1			1	1	1	1			1	1	1	
7286	2	1	5	CA	1	1		1			1	1		1			1	1		
7378	4	1	2	VA	1			1			1	1	1	1			1	1	1	
7398	2	1	4	VA	1	1	1	1			1	1	1	1				1		
7413	2	1	3	MD	1	1	1	1			1	1	1	1						
7431	4	1	2	FL	1	1	1	1			1	1	1	1				1	1	
7481	2	1	5	NY		1	1	1			1	1	1	1						
7542	4	1	3	OH	1									1			1			
7586	3	2	4	TX				1			1			1						
7589	4	1	3	NJ		1	1	1			1	1	1	1						
7629	1	1	4	OH		1	1	1			1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
6868					1			1					1			1			
6915	1				1	1							1				1	1	
6934		1			1	1	1	1	1	1			1	1	1	1	1		
7028							1									1	1		
7044					1			1											
7083					1	1	1	1					1	1				1	
7091		1			1	1	1	1	1	1			1	1		1	1		
7134		1					1	1		1				1	1	1			
7137				1	1									1			1		
7148									1	1									
7180								1						1		1			
7188					1	1	1		1				1	1				1	
7216	1	1			1	1	1	1	1	1			1		1	1	1	1	
7286					1	1	1						1	1					
7378	1				1	1	1	1	1				1			1		1	
7398	1	1			1	1	1		1	1			1			1	1		
7413		1								1			1	1			1	1	
7431		1			1		1	1		1			1	1	1	1		1	
7481					1	1	1						1	1					
7542																			
7586					1		1						1		1				
7589					1	1	1	1	1	1			1	1	1	1	1	1	
7629					1	1	1			1			1	1	1				

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
6868		1			1					6	check	check	1	1	1
6915										6	question	question	1	1	1
6934		1	1	1	1	1	1			6	Question	question	1	1	1
7028		1			1					6	Question	question	1	1	1
7044										6	quality	quality	1	1	1
7083		1		1			1			6	check	check	1	1	1
7091										6	check	check	1	1	1
7134		1	1	1						6	Check	check	1	1	1
7137										6	survey	survey	1	1	1
7148		1								6	survey	survey	1	1	1
7180		1	1		1					6	survey	survey	1	1	1
7188		1	1			1	1			6	survey	survey	1	1	1
7216		1	1	1	1	1	1			6	quality	quality	1	1	1
7286		1	1		1		1			6	question	question	1	1	1
7378		1			1	1	1			6	Question	question	1	1	1
7398		1			1	1	1			6	question	question	1	1	1
7413		1	1			1	1			6	quality	quality	1	1	1
7431		1	1		1	1				6	Quality	quality	1	1	1
7481		1	1			1				6	question	question	1	1	1
7542				1						6	Check	check	1	1	1
7586		1		1						6	question	question	1	1	1
7589		1	1	1	1	1	1			6	Survey	survey	1	1	1
7629		1	1	1		1				6	question	question	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
6868	StockX	StockX	Because both the website and the name associated with the product is StockX
6915	Nike	Nike	I recognize the logo
6934	Nike	Nike	Int in the name of the sneakers
7028	Nike	Nike	Because that's who's product it is being show
7044	Don't know	Don't know/No opinion	
7083	Stock x	StockX	This is their website
7091	Stockx	StockX	Because they are holding the actual sneaker in their vault
7134	Stockx	StockX	Seems like that from the text
7137	Stock x	StockX	In product description
7148	Nike	Nike	The logo
7180	Don't know	Don't know/No opinion	
7188	stock x	StockX	the name is referenced in the title
7216	Vault NFT	Other	It has the information with its name upon the description that follows.
7286	StockX	StockX	All products have this brand on them.
7378	Stockx	StockX	Stockx is representing ownership
7398	Nike	Nike	because is property of nike
7413	Nike	Nike	I think that they would be the most logical sellers of this product
7431	Stockx	StockX	Because it did
7481	StockX	StockX	They display the prominent name
7542	Nike	Nike	The checkmark on the shoe
7586	Stock X	StockX	Don't know
7589	Nike	Nike	That is the name of the sneaker that the NFT is.
7629	stockx vault	StockX	it clearly states it in the description

ID	Q3	Q4	Q4CODE
6868	Nothing else	Nike	Nike
6915	The shoe design	Nike	Nike
6934	Nothing else	Nike	Nike
7028	Because it has their name in the title	Nike	Nike
7044		Don't know	Don't know/No opinion
7083	Nothing else	Nike	Nike
7091	Nothing else	Nike	Nike
7134	Nothing else	Nike	Nike
7137	Nothing else	Nike	Nike
7148	Nothing else	Nike	Nike
7180		Don't know	Don't know/No opinion
7188	Nothing else	nike	Nike
7216	Nothing else	Nike	Nike
7286	You can see StockX on each product	Nike	Nike
7378	Nothing else	Nike	Nike
7398	Nothing else	Nike	Nike
7413	Nothing else	Nike	Nike
7431	No	Stockx	StockX
7481	The identity is clearly shown on the page	StockX	StockX
7542	Color	Nike	Nike
7586		Nike	Nike
7589	That is the sneaker in the listing.	Nike	Nike
7629	Nothing else	nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
6868	Because it is part of the Nike brand. If the product wasn't from Nike then the NFT couldn't use the brand name	Nothing else				1	C
6915	Logo and style	Nothing else				1	T
6934	The logo	Nothing else				1	T
7028	It has their name plus their make and model of their product	Nothing else				1	C
7044						1	C
7083	Because they are all nike shoes..	Nothing else				1	T
7091	Because I can see the information on the NFT	The picture of the actual sneaker has the swoosh on it				1	T
7134	Logo	Nothing else				1	T
7137	Sneaker option	Nothing else				1	C
7148	The ligi	Nothing else				1	T
7180						1	C
7188	the name is in the title	Nothing else				1	T
7216	Because the product in question is Nike itself.	Nothing else				1	T
7286	All of the sneakers that I viewed were of the Nike Brand.	The specifications are Nike's.				1	C
7378	Nike is the shoe that is being sold by stockx	Nothing else				1	C
7398	everything create is property of nike	Nothing else				1	T
7413	I think that this is the creator of the shoe based on the shoe's logo	Nothing else				1	T
7431	Because it says the brand name	No there isn't				1	C
7481	The ad sponsor was clearly identified	Name prominence and similarity of products				1	C
7542	Check mark on the shoe	Nothing else				1	T
7586	The white mark kind of like a backwards check mark	Nothing else				1	T
7589	Nike is the brand who made the sneaker.	They are the brand in the listing.				1	C
7629	because nike dunk is a popular sneaker to collect and it is the exact shoe pictured	Nothing else				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
6868	5/24/2023 9:48	5/24/2023 9:52
6915	5/24/2023 10:15	5/24/2023 10:27
6934	5/24/2023 10:16	5/24/2023 10:22
7028	5/24/2023 10:46	5/24/2023 10:55
7044	5/24/2023 10:46	5/24/2023 10:52
7083	5/24/2023 10:52	5/24/2023 10:58
7091	5/24/2023 10:53	5/24/2023 11:03
7134	5/24/2023 10:59	5/24/2023 11:03
7137	5/24/2023 11:00	5/24/2023 11:27
7148	5/24/2023 11:01	5/24/2023 11:04
7180	5/24/2023 11:05	5/24/2023 11:11
7188	5/24/2023 11:21	5/24/2023 11:32
7216	5/24/2023 11:24	5/24/2023 11:32
7286	5/24/2023 11:35	5/24/2023 11:45
7378	5/24/2023 12:03	5/24/2023 12:11
7398	5/24/2023 12:08	5/24/2023 12:20
7413	5/24/2023 12:12	5/24/2023 12:17
7431	5/24/2023 12:25	5/24/2023 12:31
7481	5/24/2023 12:33	5/24/2023 12:42
7542	5/24/2023 12:56	5/24/2023 13:02
7586	5/24/2023 13:07	5/24/2023 13:19
7589	5/24/2023 13:07	5/24/2023 13:13
7629	5/24/2023 13:13	5/24/2023 13:21

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
7653	4	2	2	MI	1	1	1	1			1	1	1	1						
7667	2	1	3	AR	1	1	1	1			1	1	1	1					1	1
7687	4	1	3	TX			1				1	1	1							
7724	2	1	3	OK	1	1	1	1			1	1	1	1						
7747	1	1	3	NJ	1	1	1	1			1	1	1	1						
7759	4	1	2	WA	1	1	1	1			1	1	1	1			1		1	
7769	4	2	2	KY		1		1			1	1	1	1						
7864	1	1	3	MI	1		1	1			1	1	1	1						
7898	2	2	4	TX	1	1	1				1	1	1	1			1			
7905	2	1	3	SC		1		1			1	1	1	1						
7934	2	2	3	TX				1			1	1		1						
7941	4	2	3	TN		1	1	1			1	1	1	1						
8002	4	2	3	NJ			1	1			1		1							
8018	3	2	3	NV	1			1			1	1		1						
8038	4	2	3	MI			1	1			1	1	1	1						
8080	4	2	2	WI		1	1	1			1	1	1	1						
8199	1	1	3	FL	1	1	1	1			1	1	1	1				1	1	1
8281	4	2	3	FL	1	1	1	1			1	1	1	1			1	1	1	
8288	2	2	3	NY	1	1	1				1	1	1	1					1	
8307	1	1	2	VA	1	1	1	1			1	1	1	1			1	1	1	1
8316	2	1	4	NY				1			1			1						
8320	3	1	3	GA		1	1	1			1	1	1							

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
7653		1			1					1			1						
7667	1	1			1		1	1	1	1			1			1			
7687					1		1												
7724	1	1			1		1		1				1			1	1		
7747	1	1			1			1	1	1			1		1		1		
7759		1			1		1			1			1	1	1		1	1	
7769						1			1				1		1		1		
7864		1								1			1				1	1	
7898	1				1		1		1	1									
7905							1		1	1					1		1		
7934					1	1			1					1					
7941					1	1	1	1	1	1			1	1	1	1	1	1	
8002					1	1	1						1				1		
8018		1								1			1						
8038					1				1	1				1		1	1		
8080					1	1	1	1	1				1	1		1	1	1	
8199	1	1				1	1	1	1	1				1		1			
8281	1				1	1	1		1	1			1	1		1	1		
8288		1				1	1		1	1									
8307	1	1			1	1	1	1	1	1			1	1		1	1	1	
8316					1											1			
8320					1	1							1				1		

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
7653		1								6	check	check	1	1	1
7667						1	1			6	check	check	1	1	1
7687										6	quality	quality	1	1	1
7724		1	1		1	1				6	quality	quality	1	1	1
7747		1	1	1		1				6	survey	survey	1	1	1
7759		1	1	1		1	1			6	quality	quality	1	1	1
7769		1		1		1				6	Quality	quality	1	1	1
7864		1	1				1			6	survey	survey	1	1	1
7898		1	1		1					6	quality	quality	1	1	1
7905		1		1	1	1				6	check	check	1	1	1
7934			1			1				6	quality	quality	1	1	1
7941		1	1	1	1	1	1			6	check	check	1	1	1
8002										6	survey	survey	1	1	1
8018		1								6	quality	quality	1	1	1
8038		1	1	1	1	1	1			6	quality	quality	1	1	1
8080					1	1	1			6	question	question	1	1	1
8199		1	1		1		1			6	quality	quality	1	1	1
8281		1	1		1	1				6	check	check	1	1	1
8288		1		1	1	1				6	quality	quality	1	1	1
8307		1	1			1	1			6	check	check	1	1	1
8316					1					6	Check	check	1	1	1
8320										6	check	check	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
7653	StockX	StockX	It's their website
7667	Don't know	Don't know/No opinion	
7687	Nike	Nike	The Nike symbol and it's in the product details
7724	stock x	StockX	the name in the image
7747	StockX	StockX	Its listed at the top of the page where companies usually put their name
7759	Stock x	StockX	Because this is there product and has StockX written all over it
7769	StockX	StockX	It is the name of the website
7864	Nike or stockx	Nike	because they are the ones behind it
7898	nike	Nike	Nike logo
7905	Jordan	Nike	The bottom of the page.
7934	Nike	Nike	It says nike
7941	StockX	StockX	The disclaimer said that Nike was not affiliated with the NFT
8002	Don't know	Don't know/No opinion	
8018	Nike	Nike	That's the brand on the shoes.
8038	I believe Stock X created the NFT because they are the ones that have it listed and numbered	StockX	Because they are the company responsible for the listing
8080	A sneaker company	Other	To invest in sneakers
8199	Stock X	StockX	I saw it before. I am very familiar with it. I knew it before.
8281	StockX	StockX	It's in bold letters
8288	StockX	StockX	The product description details it.
8307	StockX	StockX	Because StockX is the site that is presented above.
8316	Stock X	StockX	Because that is what shows on the website
8320	Stockx	StockX	It also says Stockx in the name

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
7653	Nothing else	Nike	Nike
7667		StockX	StockX
7687	It also says so in the item description	Nike	Nike
7724	not comments	nike	Nike
7747	The "stockx verified" message at the top	Nike	Nike
7759	Nope that would be all reasons	Nike	Nike
7769	It also says so in the product description	Nike	Nike
7864	Nothing else	Nike	Nike
7898	Nothing else	Nike	Nike
7905	Nothing else	Jordan	Nike
7934	Nothing else	Nike	Nike
7941	It's StockXs vault	Nike	Nike
8002		Don't know	Don't know/No opinion
8018	Nothing else	Nike	Nike
8038	The webpages all have the stock X logo and there is information about the company responsible on the bottom	Stock X	StockX
8080	Nothing else	Don't know	Don't know/No opinion
8199	It is very related with that. It is very well fit with stock x.	Nike	Nike
8281	It says verified by StockX	StockX	StockX
8288	The title and sub title state it.	Nike	Nike
8307	Nothing else	Nike	Nike
8316	Nothing else	Nike	Nike
8320	Nothing else	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
7653	It says it's a Nike Dunk	Nothing else				1	C
7667	Don't know					1	C
7687	The Nike symbol and it's in the product description	It's also in the title				1	T
7724	the name of the brand	nothing more				1	C
7747	The sneaker is called Nike Dunk	Nothing else				1	C
7759	I think because that is there product and makes sense a company would use said reference	I would say because they know the shoe				1	T
7769	It is called Nike low dunk retro	The product description lists it as Nike as well				1	C
7864	Because it's their shoes	Nothing else				1	T
7898	It looks like the Nike brand and quality.	Nothing else				1	T
7905	The brand	Nothing else				1	T
7934	Because it says nike	Because I've heard of them before				1	C
7941	The product description	Nothing else				1	C
8002						1	C
8018	Because that's what show the brand.	Nothing else				1	T
8038	Because the Company that represents the sneakers is Stock X	Because they are the company that verifies the sneakers and can send the actual pair to you. It is Guaranteed through the company				1	T
8080						1	C
8199	It saw it it before in the page. I am very familiar with it.	It is very related with Nike. it is very well fit with nike.				1	C
8281	That is what the label says in green	says it next to the product				1	T
8288	The title state it	The product description has the name of the product from Nike				1	C
8307	Because it says Nike on the sneaker.	Nothing else				1	T
8316	Because it clearly shows the name of the product in the listing	Nothing else				1	C
8320	It says Nike	Nothing else				1	C

Appendix G: Data Listing

ID	StartTime	EndTime
7653	5/24/2023 13:26	5/24/2023 13:38
7667	5/24/2023 13:34	5/24/2023 13:41
7687	5/24/2023 13:45	5/24/2023 13:56
7724	5/24/2023 14:10	5/24/2023 14:22
7747	5/24/2023 14:25	5/24/2023 14:51
7759	5/24/2023 14:31	5/24/2023 14:37
7769	5/24/2023 14:37	5/24/2023 14:48
7864	5/24/2023 15:37	5/24/2023 15:42
7898	5/24/2023 15:45	5/24/2023 15:50
7905	5/24/2023 15:45	5/24/2023 15:54
7934	5/24/2023 15:48	5/24/2023 15:57
7941	5/24/2023 15:49	5/24/2023 15:56
8002	5/24/2023 16:07	5/24/2023 16:10
8018	5/24/2023 16:08	5/24/2023 16:15
8038	5/24/2023 16:10	5/24/2023 16:21
8080	5/24/2023 16:17	5/24/2023 16:25
8199	5/24/2023 16:47	5/24/2023 17:10
8281	5/24/2023 17:20	5/24/2023 17:26
8288	5/24/2023 17:21	5/24/2023 17:29
8307	5/24/2023 17:29	5/24/2023 17:39
8316	5/24/2023 17:45	5/24/2023 17:55
8320	5/24/2023 17:48	5/24/2023 17:51

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
8379	1	1	2	NY	1	1	1	1			1	1	1	1			1	1	1	1
8406	4	2	2	CT				1			1	1	1	1						
8418	3	1	2	CA	1	1	1	1					1							
8426	4	2	2	TX			1	1			1			1						
8443	4	1	2	TX	1	1	1	1			1	1	1	1						1
8463	2	2	2	TX	1	1	1	1			1	1	1	1					1	
8490	4	1	3	SC	1	1	1	1			1	1	1	1			1	1	1	1
8509	4	1	2	OH	1	1	1	1			1	1	1	1			1	1	1	
8549	1	1	2	CA	1	1	1	1			1	1	1	1			1	1	1	
8559	4	1	3	MD		1	1				1	1	1	1						
8564	4	1	3	NC	1	1	1	1			1	1		1				1		
8584	1	1	2	NC	1		1	1			1		1	1				1		1
8639	2	1	3	PA	1	1	1	1			1	1	1	1			1	1		
8671	4	2	2	TX	1	1	1				1	1	1				1	1		1
8751	4	1	2	CT	1	1	1	1			1	1	1	1			1	1	1	
8754	4	1	3	FL		1	1	1			1	1	1	1						
8771	4	2	2	KY	1	1		1			1	1		1			1		1	
8784	1	1	3	FL	1	1	1	1			1	1	1	1						1
8830	2	1	2	NJ	1	1	1	1			1	1	1	1			1	1		1
8832	4	1	2	VA	1	1	1	1				1	1	1						1

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
8379	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
8406								1					1			1			
8418		1											1			1			
8426					1		1						1		1		1		
8443	1	1			1		1	1	1	1			1	1		1			
8463		1			1	1	1	1	1	1			1	1	1	1			
8490	1	1					1	1	1	1			1	1		1	1		
8509	1	1				1	1		1	1			1	1		1			
8549					1	1								1		1			
8559						1	1	1	1	1									
8564	1	1				1			1	1			1				1		
8584	1	1			1	1	1	1	1	1			1	1			1		
8639	1	1				1	1	1	1	1						1		1	
8671					1		1	1											
8751		1			1	1	1		1	1			1	1		1	1		
8754								1		1			1	1			1		
8771	1				1		1		1				1	1		1			
8784	1	1						1	1	1				1			1		
8830					1	1	1	1					1			1			
8832		1											1	1		1	1		

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
8379		1	1	1	1	1	1			6	survey	survey	1	1	1
8406		1			1					6	Question	question	1	1	1
8418										6	survey	survey	1	1	1
8426		1				1				6	Quality	quality	1	1	1
8443		1	1		1	1				6	question	question	1	1	1
8463		1	1	1	1	1	1			6	quality	quality	1	1	1
8490		1	1		1	1	1			6	survey	survey	1	1	1
8509		1	1		1					6	Check	check	1	1	1
8549			1							6	question	question	1	1	1
8559		1	1	1	1	1	1			6	check	check	1	1	1
8564		1								6	Survey	survey	1	1	1
8584		1	1			1				6	question	question	1	1	1
8639		1				1				6	check	check	1	1	1
8671										6	check	check	1	1	1
8751		1	1		1	1				6	question	question	1	1	1
8754		1	1			1				6	check	check	1	1	1
8771		1			1					6	Check	check	1	1	1
8784		1	1		1	1				6	check	check	1	1	1
8830		1			1					6	quality	quality	1	1	1
8832		1	1		1	1				6	check	check	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
8379	Stock X	StockX	it represents the ownership of a physical shoe from stock x
8406	StockX	StockX	Because their vault has this sneaker in it.
8418	NIKE	Nike	I say Nike because all the shoes are Nike
8426	Stockx	StockX	Thas the name I see on the page
8443	StockX	StockX	Because I believe that the own the brand website
8463	stockx	StockX	because the shoe is coming from StockX
8490	Nike	Nike	Because the title indicated the company's name.
8509	Amazon	Other	Because they are the best company I love
8549	stockx	StockX	it says the company name
8559	Stock X	StockX	Because it is basically all over the website before each item
8564	StockX	StockX	Because it says StockX NFT token
8584	Don't know	Don't know/No opinion	
8639	Stock X	StockX	Don't know
8671	Stockx	StockX	It has it on the top left conner of the website
8751	Nike	Nike	The product is a Nike product
8754	Stock X	StockX	The title above the picture references it.
8771	StockX	StockX	Because the website clearly says stockx on it and it is also at the bottom of the website photo
8784	stockx	StockX	it saids it represent owenership
8830	stockx	StockX	itcomes from the company website
8832	Don't know	Don't know/No opinion	

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
8379	Its sold on stock x	Nike	Nike
8406	Nothing else	Nike	Nike
8418	And in Product details it says it's made by Nike	NIKE	Nike
8426	It's showed multiple time along with a website.	New balance	Other
8443	Nothing else	Nike	Nike
8463	Nothing else	Don't know	Don't know/No opinion
8490	Because it is a sneaker that is made by the company.	Nike	Nike
8509	Not really honestly	Nike	Nike
8549	Nothing else	nike	Nike
8559	Nothing else	Nike	Nike
8564	Nothing else	Nike	Nike
8584		Nike	Nike
8639		Nike	Nike
8671	Also in the bottom right conner it says "2023 stockx. All right reserves "	Nike	Nike
8751	Nothing else	Nike	Nike
8754	Nothing else	Nike	Nike
8771	The photo of the pair of shoes also say StockX	StockX	StockX
8784	and its stockx virefied	nike	Nike
8830	Nothing else	nike	Nike
8832		StockX	StockX

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
8379	Its a nike shoe and has the swoosh	the logo is on it				1	T
8406	The design on the sneaker, the name of the shoe, etc.	No.				1	T
8418	Because all the shoes are Nike	Product details also describes its by Nike				1	T
8426	I see it at the bottom of the screen.	None now				1	C
8443	Because it's been displayed on the site their	Nothing else				1	C
8463						1	T
8490	Because the title indicated the name of the company.	Because Nike is the company that makes the sneaker.				1	C
8509	Because that's what it shows honestly	Honestly not really				1	T
8549	Don't know					1	C
8559	The logo on the sneaker	Nothing else				1	T
8564	Because it says "NIKE Dunk Low Retro"	Nothing else				1	C
8584	Well this an ad by stockx about a nike shoe that is being turned into a NFT, the names and logos of each of these companies can be seen all over the page mostly on top left	Not anymore then the logos and names that are present				1	T
8639	It is a Nike Dunk low retro sneaker	Nothing else				1	C
8671	Ot has the Nike brand logo in the shoe ans right next to the description	Nothing else				1	T
8751	The product listing	Nothing else				1	C
8754	The Nike swoosh	Nothing else				1	T
8771	Because the photo, bottom of website and the top of photo says StockX	No				1	C
8784	its a nike brand	Nothing else				1	T
8830	it says its the brand	Nothing else				1	C
8832	Because they own the website/store	Nothing else in particular				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
8379	5/24/2023 18:46	5/24/2023 18:50
8406	5/24/2023 19:05	5/24/2023 19:13
8418	5/24/2023 19:10	5/24/2023 19:15
8426	5/24/2023 19:16	5/24/2023 19:30
8443	5/24/2023 19:32	5/24/2023 19:43
8463	5/24/2023 19:41	5/24/2023 19:49
8490	5/24/2023 19:48	5/24/2023 19:57
8509	5/24/2023 19:55	5/24/2023 20:04
8549	5/24/2023 20:10	5/24/2023 20:28
8559	5/24/2023 20:15	5/24/2023 20:29
8564	5/24/2023 20:15	5/24/2023 20:25
8584	5/24/2023 20:22	5/24/2023 20:35
8639	5/24/2023 20:39	5/24/2023 20:53
8671	5/24/2023 20:56	5/24/2023 21:05
8751	5/24/2023 21:30	5/24/2023 21:35
8754	5/24/2023 21:32	5/24/2023 21:40
8771	5/24/2023 21:37	5/24/2023 21:46
8784	5/24/2023 21:44	5/24/2023 21:57
8830	5/24/2023 22:07	5/24/2023 22:13
8832	5/24/2023 22:08	5/24/2023 22:15

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
8843	4	1	3	MA		1	1				1	1	1	1						
8871	3	1	3	NY	1	1	1	1			1	1	1	1			1	1		1
8888	4	1	3	OH	1	1	1	1			1	1	1	1			1	1	1	1
8895	2	1	3	TN		1	1				1	1	1	1						
8946	4	1	3	NE		1	1	1			1	1	1	1						
9068	2	2	2	PA				1			1	1	1	1						
9091	4	2	3	NC	1	1	1	1			1	1	1	1			1	1	1	1
9101	4	1	3	CA			1	1			1		1	1						
9151	2	2	3	KY	1	1	1	1			1	1	1	1						
9175	3	2	3	CA	1	1	1	1			1	1	1	1			1	1		1
9211	2	2	3	TX						1	1	1		1						
9226	2	2	3	AL	1	1		1			1	1		1			1	1	1	
9240	4	2	2	OK	1		1	1			1	1	1	1			1	1	1	
9241	4	2	3	AZ	1		1				1	1	1				1			

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
8843						1													
8871	1	1			1	1	1	1	1	1			1	1	1	1	1		
8888	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
8895					1	1	1		1	1									
8946					1	1			1				1	1	1			1	
9068					1		1		1	1			1						
9091	1	1			1	1	1	1	1	1				1	1		1	1	
9101					1	1		1						1					
9151	1	1			1	1		1	1				1	1		1	1		
9175	1				1	1		1	1	1			1	1		1	1	1	
9211					1														
9226		1			1	1	1		1	1			1		1	1	1		
9240		1						1					1		1	1		1	
9241	1	1			1	1		1	1										

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
8843		1								6	quality	quality	1	1	1
8871		1	1	1	1	1				6	quality	quality	1	1	1
8888		1	1	1	1	1	1			6	survey	survey	1	1	1
8895		1	1	1		1	1			6	survey	survey	1	1	1
8946		1	1	1			1			6	Question	question	1	1	1
9068		1			1	1	1			6	survey	survey	1	1	1
9091			1	1	1	1	1			6	question	question	1	1	1
9101		1	1							6	quality	quality	1	1	1
9151		1	1		1	1				6	question	question	1	1	1
9175		1	1		1	1	1			6	survey	survey	1	1	1
9211		1					1			6	check	check	1	1	1
9226		1		1	1	1				6	quality	quality	1	1	1
9240		1	1	1	1	1	1			6	check	check	1	1	1
9241										6	Check	check	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
8843	Nike	Nike	Nike sneakers
8871	Stockx	StockX	It is because the name and logo is bolding displayed on this website.
8888	StockX	StockX	Because at the top of the screen in left hand corner it says stock x which means that's the website we're browsing
8895	Nike	Nike	Nike makes the brand of sneakers represented by the NFT
8946	StockX	StockX	Because it is a stockx token representing the actual pair of shoes.
9068	Don't know	Don't know/No opinion	
9091	StockX	StockX	Because that is what it says
9101	StockX	StockX	It's told many times in many places in this page.
9151	StockX	StockX	It's written in the description
9175	StockX	StockX	I'm not quite sure but it is the first word under the description of the shoe so I assume that is the company that made the shoe. Also, it is in the upper left-hand corner, so I feel like it has control like I mentioned before of the entire page, MSB, the company who created the NFT.
9211	NIKE	Nike	BECAUSE OF THE PERTTAN AND THE LOGO
9226	stock x	StockX	because it says it at the top of the page
9240	StockX	StockX	Because in order for them to seek shoes they need to make the customers believe the shoes are authentic and the NFT proves that.
9241	Stockx	StockX	It looks like it's the company referenced above

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
8843	None.	Nike	Nike
8871	And the name is also attached to every product on this website.	Nike	Nike
8888	Nothing else	Nike	Nike
8895	Nothing else	Nike	Nike
8946	It is on a StockX website	Nike	Nike
9068		Nike	Nike
9091	Nothing else	StockX	StockX
9101	Nothing else	Nike	Nike
9151	Nothing else	Nike	Nike
9175	Nothing else	StockX	StockX
9211	THE LOOK AND QUALITY OF THE SHOE	NIKE	Nike
9226	Nothing else	nike	Nike
9240	Nothing else	StockX	StockX
9241	Nothing else	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
8843	Its on the shoe	Nothing else				1	T
8871	It is because it was boldly displayed and is written on this website with it's logo.	The logo is displayed and it is attached to every single product.				1	C
8888	Because it says Nike dunk low retro	Nothing else				1	C
8895	I recognize the logo and the name of the model of sneaker as being Nike	Nothing else				1	T
8946	It shows Nike as the brand and has the Nike swoosh	Nothing else				1	T
9068	The name of the sneaker makes me think Nike created it.	Nothing else				1	C
9091	That's what it says	Nothing else				1	C
9101	It is shown in product description part. It clearly tells us that it's one of popular Nike Dune 2021.	Nothing else				1	C
9151	The brand's logo. the information in the product's description	Nothing else				1	T
9175	It was labeled as the very top of the page in the upper left-hand corner, which tells me that it is in control of the entire page because it is above everything. It also has no description is there alone, so I assume that it is the company because it stands out quite a bit.	In the description it is the first word of describing the shoe for sale. That tells me that that is the company along with it being in the upper left-hand corner all alone.				1	C
9211	THE QUALITY OF THE LOOKS	THE LOOK OF THE PRODUCTS				1	T
9226	because it says so	Nothing else				1	C
9240	Because they are trying to say it's authentic.	Nothing else				1	T
9241	It states it above	Nothing else				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
8843	5/24/2023 22:12	5/24/2023 22:15
8871	5/24/2023 22:24	5/24/2023 22:43
8888	5/24/2023 22:38	5/24/2023 22:42
8895	5/24/2023 22:43	5/24/2023 22:48
8946	5/24/2023 23:03	5/24/2023 23:16
9068	5/24/2023 23:36	5/25/2023 0:35
9091	5/24/2023 23:44	5/24/2023 23:50
9101	5/24/2023 23:45	5/24/2023 23:56
9151	5/24/2023 23:57	5/25/2023 0:03
9175	5/25/2023 0:01	5/25/2023 0:08
9211	5/25/2023 0:16	5/25/2023 0:25
9226	5/25/2023 0:26	5/25/2023 0:38
9240	5/25/2023 0:38	5/25/2023 0:48
9241	5/25/2023 0:38	5/25/2023 0:45

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
9242	4	1	2	IL		1		1			1	1	1	1						
9247	2	1	3	CA				1			1	1	1	1						
9253	1	1	2	MI	1	1	1	1			1	1	1	1			1	1	1	1
9283	4	1	3	TN	1		1	1			1			1				1	1	
9313	4	1	2	MO		1	1	1			1	1	1	1						
9417	4	1	2	KY	1	1	1				1	1	1	1						
9423	4	1	3	RI	1	1	1	1			1	1	1	1				1	1	
9477	2	1	3	TX	1	1	1	1			1	1	1	1			1	1	1	1
9507	3	1	4	WI	1	1		1			1	1		1			1	1	1	
9516	2	1	3	PA	1	1	1	1			1	1	1	1			1		1	
9587	2	1	3	IL	1		1				1		1				1	1		
9629	4	1	3	TX		1	1	1			1	1	1	1						
9638	4	1	3	IL	1	1		1			1	1	1	1			1	1		
9730	1	1	4	TN	1	1	1				1	1	1							1
9742	2	1	3	NY	1	1	1	1			1	1	1	1				1	1	1
9832	2	2	5	NY	1	1	1					1		1			1		1	
10003	1	1	3	KY	1	1	1	1			1	1	1	1				1	1	1
10024	4	1	3	MO	1						1						1	1	1	1
10097	1	2	5	TX		1					1	1								
10123	3	2	5	OR		1		1			1	1		1						
10178	4	1	2	TN	1	1	1	1				1	1	1				1	1	
10213	2	1	2	FL	1	1		1			1	1	1	1				1		

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
9242						1	1	1		1			1	1	1	1	1	1	
9247					1	1	1		1	1			1	1	1		1	1	
9253	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
9283		1				1	1			1			1		1		1		
9313						1	1		1	1			1	1	1		1		
9417		1				1				1									
9423		1				1	1			1				1	1	1	1	1	
9477	1	1			1	1	1	1	1	1			1	1				1	
9507	1				1	1	1		1				1	1			1		
9516					1		1						1	1					
9587	1									1									
9629					1			1	1	1					1	1	1	1	
9638		1			1	1				1			1	1	1		1		
9730					1			1											
9742	1	1				1	1	1	1	1			1	1	1		1	1	
9832																			
10003	1	1				1	1	1	1	1			1		1	1	1	1	
10024	1	1			1	1	1	1	1	1									
10097					1														
10123					1		1						1	1	1		1	1	
10178	1	1												1				1	
10213	1	1				1	1		1				1	1			1	1	

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
9242		1	1	1	1	1	1			6	question	question	1	1	1
9247		1	1	1		1	1			6	quality	quality	1	1	1
9253		1	1	1	1	1	1			6	survey	survey	1	1	1
9283		1		1		1				6	survey	survey	1	1	1
9313		1	1	1	1	1	1			6	question	question	1	1	1
9417		1	1			1				6	quality	quality	1	1	1
9423		1	1	1	1	1	1			6	check	check	1	1	1
9477		1	1	1		1	1			6	question	question	1	1	1
9507		1	1			1				6	quality	quality	1	1	1
9516		1	1							6	Survey	survey	1	1	1
9587										6	check	check	1	1	1
9629		1	1	1	1	1	1			6	question	question	1	1	1
9638		1	1	1		1				6	question	question	1	1	1
9730										6	survey	survey	1	1	1
9742			1	1		1	1			6	survey	survey	1	1	1
9832		1								6	survey	survey	1	1	1
10003			1	1	1	1				6	question	question	1	1	1
10024										6	Quality	quality	1	1	1
10097										6	quality	quality	1	1	1
10123		1	1		1					6	Question	question	1	1	1
10178		1	1				1			6	check	check	1	1	1
10213		1	1			1	1			6	question	question	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
9242	StockX	StockX	Their logo is front and center.
9247	StockX	StockX	I see the branding on the page and looks like the main.
9253	Hellsing	Other	Sir Integra
9283	Nike	Nike	Because you can tell it's from Nike.
9313	StockX	StockX	It is part of their NFT Vault line and has no affiliation with Nike.
9417	StockX	StockX	Their brand is listed first in the title
9423	StockX	StockX	Because that is the logo on the web page
9477	StockX	StockX	StockX is listed in the product name and in the description of the details of the NFT vault.
9507	Stock x	StockX	There is no other name listed on the listing. I would believe like ebay if a person or company was listing, it would be stated on it.
9516	Nike	Nike	Works somewhat well
9587	StockX	StockX	The name
9629	Stickx	StockX	It seems like they did
9638	StockX	StockX	It says it in listing
9730	Stock X	StockX	it was at the head of the page
9742	stockx	StockX	it saids so in the page
9832	Nike	Nike	The search function listed the Nike name.
10003	Nike	Nike	The shoes that are being listed are Nike
10024	Stockx	StockX	Words before nft in totle
10097	StockX	StockX	It's part of the name
10123	I still think it is Nike but I am not sure	Nike	In the fine print it talked about Nike
10178	StockX	StockX	It's not affiliated with Nike and it's being sold on the StockX website.
10213	StockX Nike	Nike	It has the Nike logo on it and displays the name in the description.

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
9242	I think I have listed why and I think that is the only reason.	Nike	Nike
9247	Nothing else	Nike	Nike
9253	Nothing else	Hellsing	Other
9283	Nothing else	Nike	Nike
9313	It is a StockX token representing ownership of the product	Nike	Nike
9417	Nothing else	Nike	Nike
9423	The text and font style	Nike	Nike
9477	Nothing else	Nike	Nike
9507	It states stock x represent ownership of token.	Nike	Nike
9516	Fits somewhat well with our needs	Jordan	Nike
9587	Nothing else	Nike	Nike
9629	Nothing else	Nike	Nike
9638	Nothing else	Nike	Nike
9730	Nothing else	Nike	Nike
9742	nothing else	nike	Nike
9832	Noke products were displayed throughout the ad.	StockX	StockX
10003	Nothing else	Don't know	Don't know/No opinion
10024	Nothing else	Nike	Nike
10097	Nothing else	Nike	Nike
10123	Nothing else	Nike	Nike
10178	Nothing else	Nike	Nike
10213	Nike is pretty well known as a brand.	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
9242	It say they are Nike shoes.	They are made by Nike.				1	C
9247	I see the Nike brand on the sneaker.	The title after the name says Nike.				1	T
9253	Integra created it I think.	Nothing else				1	C
9283	Because of the Nike symbol on the shoe itself.	The Nike shoe is iconic and recognizable.				1	T
9313	They created and released the shoe the NFT is based off of back in 2021.	The Nike logo is branded on the original shoe according to the description.				1	C
9417	The title says so. The image depicts a shoe with their iconic checkmark.	The price is on par.				1	T
9423	The check mark logo	The color of the nike logo				1	T
9477	It mentions Nike multiple times as part of the listing, both in the product name and details.	Nothing else				1	C
9507	It states it is a Nike dunk that you are buy in the listing.	Nothing else				1	C
9516	Works somewhat well with our needs	Fits somewhat well				1	C
9587	The logo on the shoe	Nothing else				1	T
9629	It says it's name I'm the title	Nothing else				1	C
9638	It is in the listing title	Nothing else				1	T
9730	it said Nike	Nothing else				1	T
9742	it says so in page	nothing else				1	C
9832	The name of the ad sponsor was clearly displayed	The prominent name was at the top of the page				1	T
10003						1	T
10024	It is the word after nft in the title	Nothing else				1	C
10097	Nike prominent in teh name	It's mentioned in text also				1	C
10123	The most shoes are Nike	The Nike is featured but I see other brands also				1	T
10178	It says Nike is the brand of the sneaker.	Nothing else				1	C
10213	It has the authentic logo.	It is Nike.				1	T

Appendix G: Data Listing

ID	StartTime	EndTime
9242	5/25/2023 1:21	5/25/2023 1:29
9247	5/25/2023 1:35	5/25/2023 1:49
9253	5/25/2023 1:46	5/25/2023 1:54
9283	5/25/2023 2:39	5/25/2023 2:46
9313	5/25/2023 3:28	5/25/2023 3:36
9417	5/25/2023 5:51	5/25/2023 5:57
9423	5/25/2023 5:53	5/25/2023 5:57
9477	5/25/2023 6:24	5/25/2023 6:32
9507	5/25/2023 6:36	5/25/2023 6:49
9516	5/25/2023 6:39	5/25/2023 6:48
9587	5/25/2023 6:58	5/25/2023 7:05
9629	5/25/2023 7:08	5/25/2023 7:23
9638	5/25/2023 7:09	5/25/2023 7:14
9730	5/25/2023 7:50	5/25/2023 7:54
9742	5/25/2023 8:00	5/25/2023 8:07
9832	5/25/2023 9:10	5/25/2023 9:17
10003	5/25/2023 9:14	5/25/2023 9:18
10024	5/25/2023 9:16	5/25/2023 9:24
10097	5/25/2023 9:44	5/25/2023 9:50
10123	5/25/2023 9:45	5/25/2023 10:03
10178	5/25/2023 10:18	5/25/2023 10:31
10213	5/25/2023 11:09	5/25/2023 11:12

Appendix G: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
10215	2	1	3	NY		1	1	1			1	1	1	1						
10246	4	1	3	FL		1	1	1			1		1							
10252	1	2	2	NJ	1			1			1						1			1
10303	2	2	4	KY	1	1	1	1			1	1	1	1					1	
10357	4	1	3	WY		1		1			1	1		1						
10371	2	2	2	NV	1	1	1	1			1	1	1	1				1	1	
10374	2	1	3	CA	1		1	1			1		1	1				1	1	
10387	3	1	3	NY	1	1	1	1				1	1	1					1	
10405	3	2	2	CO	1	1	1	1				1		1						
10431	4	2	2	FL				1			1			1						
10608	4	2	3	NY	1		1	1			1	1	1	1			1	1	1	1
10653	4	2	2	NY						1	1	1		1						
10672	3	1	3	PA	1	1	1	1			1	1	1	1					1	
10696	1	1	3	MI	1	1	1	1			1	1	1	1			1	1		
10699	4	2	2	OH		1	1	1			1	1	1	1						
10708	4	1	3	PA	1	1	1	1			1	1	1	1			1	1	1	
10709	4	2	2	UT		1	1	1			1		1							
10726	4	1	4	CO	1		1	1			1		1	1			1	1	1	
10753	4	2	2	CA	1	1	1	1			1	1	1	1				1	1	
10796	1	1	2	AZ		1	1	1			1	1	1	1						

Appendix G: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
10215					1	1			1	1			1			1	1		
10246					1	1							1	1				1	
10252						1										1			
10303					1		1		1	1			1	1		1		1	
10357					1	1	1	1		1			1	1			1		
10371	1				1	1	1		1				1	1		1	1	1	
10374		1			1	1	1		1	1			1	1			1		
10387		1											1	1	1	1	1		
10405				1									1			1			
10431					1		1						1			1			
10608	1				1	1	1	1	1	1			1	1					
10653					1														
10672	1	1				1			1	1			1	1	1		1		
10696	1	1			1	1	1		1	1			1	1				1	
10699										1			1	1	1	1	1		
10708	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
10709					1			1					1				1		
10726					1	1	1						1	1	1		1		
10753		1			1	1	1			1			1	1	1		1	1	
10796						1	1			1			1	1					

Appendix G: Data Listing

ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
10215		1	1		1	1				6	quality	quality	1	1	1
10246										6	Survey	survey	1	1	1
10252										6	check	check	1	1	1
10303		1	1		1	1	1			6	question	question	1	1	1
10357		1	1			1	1			6	check	check	1	1	1
10371		1	1		1	1	1			6	survey	survey	1	1	1
10374		1	1			1				6	survey	survey	1	1	1
10387		1	1			1				6	Check	check	1	1	1
10405		1			1					6	Quality	quality	1	1	1
10431		1			1					6	Survey	survey	1	1	1
10608		1	1		1					6	check	check	1	1	1
10653									1	6	Survey	survey	1	1	1
10672		1	1	1		1				6	check	check	1	1	1
10696		1	1			1	1			6	quality	quality	1	1	1
10699		1	1		1	1				6	Question	question	1	1	1
10708		1	1	1	1	1	1			6	quality	quality	1	1	1
10709										6	question	question	1	1	1
10726		1	1	1		1				6	check	check	1	1	1
10753		1	1	1	1	1	1			6	quality	quality	1	1	1
10796		1	1							6	question	question	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
10215	Stockx	StockX	Says stockx created nft
10246	Nike	Nike	Because it is advertised as such
10252	Vault	Other	based on the title
10303	nike	Nike	It says nike in the description.
10357	StockX	StockX	It is on their site, part of item description
10371	stockx	StockX	it's on the side
10374	Nike	Other	It is what is advertised on the website as the main collectables
10387	Nike	Nike	In title and on pics
10405	Because they dont actually have it but want money	Other	Don't know
10431	Jordan	Nike	Nike
10608	StockX	StockX	Its says StockX at the top of the page and in the description of each NFT
10653	Nike	Nike	Because it said nike
10672	StockX	StockX	I read it
10696	stock x	StockX	The stockx name listed in the product title and description
10699	Stockx	StockX	It posted clearly at the top left corner
10708	StockX	StockX	Because that is what it says in the description of the shoe
10709	Vault	Other	Don't know
10726	Nike	Nike	It both shows the swoosh logo and mentioned brand in description
10753	StockX	StockX	It says that it is Stored in the StockX Vault
10796	Nike	Nike	Its in the name

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
10215	Nothing else	Nike	Nike
10246	Not that I can think of	Nike	Nike
10252	watermarks on photo	Nike	Nike
10303	It seems logical.	stock x	StockX
10357	Nothing else	Nike	Nike
10371	Nothing else	nike	Nike
10374	I changed my mind, I do not beleive anyone sponsored this as it says in the disclaimer that they are not afiliated with any	nike	Nike
10387	In description	Don't know	Don't know/No opinion
10405		Nike	Nike
10431	Nothing else	Jordan	Nike
10608	Nothing else	Nike	Nike
10653	It's written everywhere	Stockx	StockX
10672	Nothing else	Nike	Nike
10696	Nothing else	nike	Nike
10699	The fine print	Honestly I think it's black owned but not the one above just the idea	Other
10708	And because that is the website it is being sold from	Nike	Nike
10709		Nike	Nike
10726	It is part of Nike Dunk series collection	Don't know	Don't know/No opinion
10753	Nothing else	Nike	Nike
10796	Nothing else	Nike	Nike

Appendix G: Data Listing

ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
10215	Says Nike on it	Nothing else				1	C
10246	Because it shows the Nike logo on the shoe	Because in the description it clearly says the brand name				1	T
10252	the logo	the shoe title				1	T
10303	I think it could be for stock x or nike.	The name is on the top of the page.				1	C
10357	In the item description, Nike logo is in the picture, some design elements	Nothing else				1	T
10371	in title	Nothing else				1	C
10374	The nike symbol is on the shoe	Nothing else				1	T
10387						1	C
10405	It says it	Nothing else				1	T
10431	Don't know					1	C
10608	It states it in the description of the sneaker NFT	Nothing else				1	T
10653	I'm honestly not sure but it says it on the picture	It says it represents ownership of nike				1	C
10672	I see the Swoosh	Nothing else				1	T
10696	The word Nike is listed on main shoe title	Dunk is commonly associated with nike shoes.				1	C
10699	Black men really started the evolution of shoes and selling shoes	Nothing else				1	C
10708	Because it says Nike in the description and the show has the Nike swoosh on it	No like I said the description and the Nike swoosh on the sneaker				1	T
10709	Product details paired with trademark swoosh	Nothing else				1	T
10726						1	C
10753	It says that it is a Nike Sneaker	It says that it is Nike and has the Nike logo.				1	C
10796	It is in the name	Nothing else				1	T

ID	StartTime	EndTime
10215	5/25/2023 11:15	5/25/2023 11:21
10246	5/25/2023 12:25	5/25/2023 12:48
10252	5/25/2023 12:42	5/25/2023 12:45
10303	5/25/2023 14:39	5/25/2023 14:50
10357	5/25/2023 14:57	5/25/2023 15:03
10371	5/25/2023 15:19	5/25/2023 15:34
10374	5/25/2023 15:48	5/25/2023 15:56
10387	5/25/2023 16:36	5/25/2023 16:42
10405	5/25/2023 16:49	5/25/2023 16:53
10431	5/25/2023 17:33	5/25/2023 17:45
10608	5/25/2023 17:49	5/25/2023 18:10
10653	5/25/2023 18:16	5/25/2023 18:25
10672	5/25/2023 19:03	5/25/2023 19:13
10696	5/25/2023 19:42	5/25/2023 19:54
10699	5/25/2023 19:44	5/25/2023 19:55
10708	5/25/2023 20:17	5/25/2023 20:25
10709	5/25/2023 20:18	5/25/2023 20:24
10726	5/25/2023 21:00	5/25/2023 21:05
10753	5/25/2023 23:23	5/25/2023 23:36
10796	5/26/2023 7:03	5/26/2023 7:06

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ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
10799	4	2	2	AZ	1		1	1			1		1				1			1
10803	2	1	2	CA	1	1	1	1				1	1	1			1	1	1	
10865	2	2	5	CT				1			1		1	1						
10903	3	1	3	KS	1	1	1				1	1		1			1		1	
10966	4	2	5	FL	1			1			1			1			1			
11027	4	2	2	NC		1	1				1	1	1							
11092	4	1	3	NE	1	1	1	1			1	1	1	1						
11101	2	1	3	AR	1			1			1			1			1			
11115	2	2	3	PA	1	1	1	1			1	1	1	1			1		1	
11144	4	1	2	AZ	1	1	1	1			1	1	1	1			1	1		1
11171	2	1	3	NH	1	1	1	1			1	1	1	1				1	1	
11184	2	1	2	AL	1	1	1	1			1	1	1	1			1	1	1	1
11199	4	1	2	MI	1			1			1			1			1			
11210	3	1	3	MD	1	1	1				1	1	1	1						1
11244	3	1	3	NV	1	1	1	1			1	1	1	1						1
11253	2	2	2	MO	1	1	1	1			1	1	1	1						
11254	4	2	2	TX	1	1	1	1			1	1	1	1			1		1	

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ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
10799	1				1			1					1	1					
10803	1	1											1	1		1			
10865					1		1	1		1			1	1	1	1			
10903	1							1		1									
10966										1			1			1			
11027					1				1										
11092	1	1							1	1				1					
11101		1			1					1			1			1			
11115		1			1		1		1	1						1			
11144	1				1	1		1	1	1			1	1	1	1	1		
11171	1	1				1	1		1	1			1	1		1			
11184	1	1			1	1	1	1	1	1			1	1	1	1	1	1	
11199					1	1							1			1			
11210	1	1			1	1		1	1	1									
11244		1				1	1	1	1	1			1	1		1	1		
11253	1	1					1		1	1			1	1	1	1	1	1	
11254		1			1	1	1		1	1			1	1			1		

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ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
10799										6	quality	quality	1	1	1
10803		1	1		1					6	check	check	1	1	1
10865		1		1	1					6	question	question	1	1	1
10903			1	1		1	1			6	quality	quality	1	1	1
10966		1								6	Check	check	1	1	1
11027										6	Check	check	1	1	1
11092		1	1							6	survey	survey	1	1	1
11101		1			1					6	quality	quality	1	1	1
11115					1					6	survey	survey	1	1	1
11144		1	1	1	1	1	1			6	survey	survey	1	1	1
11171			1			1				6	question	question	1	1	1
11184		1	1	1	1	1	1			6	question	question	1	1	1
11199		1			1	1				6	Survey	survey	1	1	1
11210		1	1			1				6	quality	quality	1	1	1
11244		1	1	1	1					6	quality	quality	1	1	1
11253		1	1	1	1	1	1			6	survey	survey	1	1	1
11254		1	1	1	1	1				6	quality	quality	1	1	1

Appendix G: Data Listing

ID	Q1	Q1CODE	Q2
10799	StockX	StockX	It's in the description first
10803	stockx	StockX	it is a stockx vault nft
10865	Don't know	Don't know/No opinion	
10903	StockX	StockX	Because the website is sponsored by stockx
10966	Nike	Nike	It says it all over
11027	Stock x	StockX	They have ownership
11092	StockX	StockX	Because it is their token
11101	Highly site	Other	That was positive response
11115	stock X	StockX	the description of it calls it the stock x vault nft
11144	Nike	Nike	Because from the description of the NFT, mike is what I saw and displayed to be the owner of the NFT
11171	Stockx	StockX	it says stockx vault nft
11184	StockX	StockX	I like the way it looks
11199	Nike	Nike	Because that's the brand of the pictures product.
11210	Stock x	StockX	It's on there site
11244	stockx	StockX	would just say that the logo says it as clear as day
11253	stockx	StockX	the item is listed as a "stockx" token so i assume the company that makes the tokens is stockx
11254	StockX	StockX	The details of the product claim that the NFT token was created by StockX to represent ownership.

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ID	Q3	Q4	Q4CODE
10799	Nothing else	Nike	Nike
10803	it represents proof of ownership from the vault	nike	Nike
10865		Nike	Nike
10903	Because it says StockX at the very top near the search bar	Nike	Nike
10966	There was a lot of words to tesd	Nike	Nike
11027	Nothing else	Nikes	Nike
11092	Nothing else	Nike	Nike
11101	Nothing else	Adidas sneaker company	Other
11115	the top left corner of the page says this is the stock x product page	nike	Nike
11144	Because they are the one that created it	Nike	Nike
11171	Nothing else	Nike	Nike
11184	Nothing else	StockX	StockX
11199	Nothing else	Air jordan	Nike
11210	Nothing else	Nike	Nike
11244	Nothing else	nike dunk	Nike
11253	this is a stockx website	nike	Nike
11254	Nothing else	Nike	Nike

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ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
10799	In the description it says Nike dunk low etc. making me think that this is the brand referenced.	Over the picture of the item it says Nike pretty obviously.				1	C
10803	it is obvious the sneaker is from nike	it clearly states that along with the image				1	T
10865	Don't know					1	C
10903	Because it's a Nike shoe	It has the Nike logo				1	T
10966	I could see everything about it	Not really there was a lot to see				1	C
11027	Don't know					1	C
11092	The image of the sneaker as well as the description	Not particularly, no				1	T
11101	Good review from this	Nothing else				1	T
11115	it says it is the nike dunk low retro sneaker	i see the nike swoosh in the picture of the sneaker				1	T
11144	Because they are the one that is in charge	Nothing else				1	C
11171	the swoosh on the shoe	Nothing else				1	T
11184	It is a great sneaker	None				1	C
11199	They are Nike air jordans	Nothing else				1	T
11210	It is Nike shoes	Nothing else				1	C
11244	would just say that the logo	Nothing else				1	C
11253	the product listing has the word nike in the title	i can see the nike logo on the picture, but it's mainly the use of the word "nike" in the title that tells me this is a nike product				1	T
11254	I believe that Nike created the sneaker that is seen in a product showcase because the description clearly states that it is a Nike product and is merely being sold on StockX to be distributed as an NFT.	The product details claim that all ownership of the product belong to Nike; and the design directly reflects the traditional Nike style.				1	T

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ID	StartTime	EndTime
10799	5/26/2023 7:44	5/26/2023 7:54
10803	5/26/2023 8:17	5/26/2023 8:31
10865	5/26/2023 8:24	5/26/2023 8:34
10903	5/26/2023 8:25	5/26/2023 8:29
10966	5/26/2023 8:41	5/26/2023 8:48
11027	5/26/2023 8:43	5/26/2023 8:50
11092	5/26/2023 9:13	5/26/2023 9:19
11101	5/26/2023 9:13	5/26/2023 9:22
11115	5/26/2023 9:14	5/26/2023 9:24
11144	5/26/2023 9:21	5/26/2023 9:33
11171	5/26/2023 9:41	5/26/2023 10:10
11184	5/26/2023 9:47	5/26/2023 9:53
11199	5/26/2023 9:52	5/26/2023 10:00
11210	5/26/2023 9:56	5/26/2023 10:07
11244	5/26/2023 10:46	5/26/2023 11:04
11253	5/26/2023 10:56	5/26/2023 11:04
11254	5/26/2023 10:56	5/26/2023 11:17

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ID	Qs1	Qs2	Qs3	Qs4	Qs5_1	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs7_1	Qs7_2	Qs7_3	Qs7_4
11255	4	2	2	MD	1		1	1			1			1			1	1		

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ID	Qs7_5	Qs7_6	Qs7_7	Qs7_8	Qs8_1	Qs8_2	Qs8_3	Qs8_4	Qs8_5	Qs8_6	Qs8_7	Qs8_8	Qs9_1	Qs9_2	Qs9_3	Qs9_4	Qs9_5	Qs9_6	Qs9_7
11255		1				1			1				1	1		1			

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ID	Qs9_8	Qs10_1	Qs10_2	Qs10_3	Qs10_4	Qs10_5	Qs10_6	Qs10_7	Qs10_8	Qs11	Qs11X	Qs11Word	Qs12	Q00	Q0
11255					1					6	question	question	1	1	1

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ID	Q1	Q1CODE	Q2
11255	Nike	Nike	They are Nike shoes

Appendix G: Data Listing

ID	Q3	Q4	Q4CODE
11255	Nothing else	Nike	Nike

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ID	Q5	Q6	Q7_1	Q7_2	Q7_3	Q7_4	sVersion
11255	Its says Nike	Nothing else				1	C

Appendix G: Data Listing

ID	StartTime	EndTime
11255	5/26/2023 10:57	5/26/2023 11:02